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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

No. 24



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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

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DAIRY INDUSTRY OBJECTIVES LISTED BY RSFSR MINISTER

Moscow MOLOCHNAYA PROMYSHLENNOST' in Russian No 7, Jul 81 pp 1-5

[Article by RSFSR Minister of Meat and Dairy Industry Vasilii Semenovitch Konarygin: "The Russian Federation's Dairy Industry in the 11th Five-Year Plan"]

[Text] The collectives of republic dairy industry enterprises have given their enthusiastic and wholehearted approval to the decisions of the 26th CPSU Congress. The statements and conclusions set forth by Comrade L. I. Brezhnev, general secretary of the CPSU Central Committee, in his report represent the basis for the activity of all industrial administrative links.

The economic, production and technical base of the RSFSR dairy industry was further developed during the Tenth Five-Year Plan within the unified national economic complex.

The total industrial product grew, the output of lard, cheese, dairy products and dry milk products increased and labor productivity was augmented. Several important measures were taken to improve the organization, conditions and norming of labor, which freed around 12,000 people and produced a savings of around 20 million rubles. Commercial production costs decreased and this raised the profitability level of production.

Many five-year-plan assignments remained unfulfilled, however, due to shortcomings in the work and inadequate raw material stocks.

The industry concentrated on the economical and efficient use of raw materials, the expansion of the product assortment and the improvement of product quality.

The amount of skimmed milk used in industrial processing increased from 33 percent to 50 percent during the 5 years, and the proportion accounted for by whey rose from 12.5 percent to 36 percent.

Heightened production efficiency was also achieved through the increased output of highly profitable items. For example, the cheese output increased by 11 percent in the 5 years, the output of dry skimmed milk and reconstituted milk increased 1.4-fold and the output of low-fat dairy products increased 1.6-fold. The production of a liquid milk substitute has been organized at enterprises. In 1980 more than 400,000 tons of it were produced. Low-fat products accounted for around 62 percent of all whole-milk products produced. More whey was used in baking, and the output of lactose, dry, condensed and enriched whey, dry whey concentrate and siloing ferment increased considerably.

Measures were taken during the Tenth Five-Year Plan to improve the quality of milk and dairy products. In 1980 high-grade milk accounted for 69.3 percent of the milk sent to industrial enterprises, in contrast to 24.2 percent in 1975. During this time the output of high-grade butter increased to 97 percent and the quality of cheese improved.

A number of important measures were taken to raise the technical level of production through the incorporation of research findings and the development and mastery of new equipment, progressive technology and new products, particularly those with a lower fat content and a higher protein content.

Plans for heightened operational efficiency and quality are being instituted on a broad scale.

Plans are being implemented at branch enterprises for the concentration of production, the reinforcement of the technical base and the improvement of product quality. More than 200 highly productive butter lines have been put in operation, 25 large butter-making shops have been organized in urban dairy plants, and this has reduced the output of 400 small shops. This has not only improved product quality but has also led to the fuller use of milk components for nutritive purposes because buttermilk is now being used for the standardization of beverage milk.

Considerable work has been performed in the technical re-equipping of enterprises producing dry skimmed milk and reconstituted milk solids. For the concentration of dry milk production, large enterprises have been built and are operating at a capacity of 10-12 tons of finished product per shift in Kaliningrad, Belgorod, Blagoveshchensk and Sovetsk. We have modernized 20 spray dryers with an hourly capacity of 300-500 kilograms of condensed liquid by installing additional separators and perfecting the spraying mechanism.

The production of low-fat cheese and quicker-ripening cheese has been organized in the cheese industry. To improve the quality of cheese, an airconditioning system is being used widely to maintain the necessary temperature and humidity levels in ripening and storage compartments.

In whole-milk production, the reservoir method and bacterial concentrates are being widely used in the production of kefir and sour cream; these have considerably augmented the production capacity of shops and improved the quality of these products.

Innovations and inventions have been given considerable attention. These represent an important form of direct participation by workers in technical progress and the improvement of production. Between 1976 and 1980, 41,000 workers at dairy industry enterprises submitted 44,500 proposals aimed at the improvement of equipment and technology, the promotion of production mechanization and automation, the reduction of manual labor in main and auxiliary operations, the augmentation of labor productivity, the efficient use of crude resources, materials, heat and energy and the improvement of labor safety and sanitary conditions. Around 41,700 of these suggestions were implemented, including 229 inventions. The resulting savings amounted to around 41 million rubles.

Energetically participating in the all-union socialist competition for a fitting tribute to the 26th CPSU Congress, many collectives completed the five-year plan ahead of schedule.

Examples of selfless labor were set by brigades in which 26th CPSU Congress delegates work: I. Z. Domozhakova, cheese-making foreman at the Askiz Cheese Plant of the Abakansk Butter and Cheese Combine in Krasnoyarskiy Kray; G. A. Kamenskaya, cheese-making foreman at the Poshekhonskiy Municipal Cheese and Butter Plant; N. S. Petrunina, instrument monitor at the Ostankinskiy Dairy Combine. Excellent work was also performed by R. M. Sheptunova's sour cream brigade at the Salavat Dairy Combine of the Bashkir Association, V. L. Bragin's milk bottling brigade at the Krasnodar Dairy Combine, S. A. Markova's dietetic product brigade at the Leningrad Dairy Combine, A. M. Grishenko's dry milk production brigade at the Orenburg Municipal Dairy Plant and P. Ye. Maslov's butter brigade at the Penza Municipal Dairy Combine. These collectives were distinguished by high output per piece of equipment and excellent product quality and their level of labor productivity was much higher than the branch average.

By an ukase of the USSR Supreme Soviet Presidium, 1,114 workers, engineering and technical personnel and employees of enterprises and organizations of the dairy industry were awarded orders and medals of the USSR for the successful fulfillment of assignments of the Tenth Five-Year Plan and personal socialist commitments. The Order of the Labor Red Banner was awarded to the leading enterprise in the branch, the Podol'sk Municipal Dairy Plant. The honorary title of Hero of Socialist Labor was awarded to N. D. Mereshchenko, cheese-making foreman at the Belgorod Dairy Combine. The title of State Prize holder was awarded to G. A. Kamenskaya, cheese-making foreman at the Poshekhonskiy Municipal Cheese and Butter Plant, and K. I. Dudik, butter-making foreman at the Tikhoretsk Cheese Combine.

As for the technical stage of the RSFSR dairy industry, it must be said that a number of enterprises already represent highly mechanized production units for the complete and complex processing of raw materials.

An analysis of work in the industry indicates, however, that the ministry and associations have not taken all of the necessary steps for the more efficient use of the growing material and technical base and for the quicker recoupment of invested capital. The ministry could make a much greater contribution to the compilation of the production program. Reserves must be sought and utilized more vigorously, and there is no question that these reserves exist.

Raw material resources are not used in their entirety by some production associations and enterprises, there have been some problems in the incorporation and use of production capacities, products of poor quality have been produced, whey has been wasted, buttermilk has been delivered to farms in place of skimmed milk and returned deliveries have been abnormally high. There have been cases of unproductive losses and violations of production and sanitary regulations.

We must be more exacting, learn to work and manage more efficiently and make fuller use of production potential. The efforts of labor collectives, technical policy and capital investment policy must be directed toward this goal.

In response to the party's appeal to distinguish the new five-year plan with vigorous and enterprising labor, socialist competition has been launched on a broad scale within collectives for more efficient work of better quality, accelerated technological progress and the successful fulfillment and overfulfillment of the assignments of the 11th Five-Year Plan, approved by the 26th CPSU Congress.

Administrators of associations and enterprises must focus their attention primarily on the attainment of these objectives.

The republic dairy industry will bear a considerable share of the responsibility for implementing the program for the further enhancement of the Soviet people's well-being in the 11th Five-Year Plan. In 1985 the RSFSR dairy industry must arrange for the purchase and processing of 35 million tons of milk and must considerably increase the output of dairy products (see table, figures calculated in thousands of tons).

<u>Products</u>	<u>1980</u>	<u>1981</u>	<u>1985</u>	<u>1985/1980, %</u>
Whole milk	14,758.8	15,190.0	16,590.0	112.4
Butter	575.3	621.7	660.0	114.7
Cheese	329.6	375.2	450.0	136.5
Dry milk	25.0	25.0	25.0	100.0
Dry skimmed milk and reconstituted whole milk	150.4	200.0	290.0	192.8
Low-fat dairy products	1,416.6	1,650.0	1,950.0	137.7
Lactose	7.4	9.0	12.6	170.3

The industry will have to carry out an extensive work program in conjunction with local agricultural and procurement agencies for the fulfillment of milk purchase plans on kolkhozes and sovkhozes and the expansion of purchases of milk from the public.

Within the agroindustrial complex, measures have been envisaged for the further development of direct ties between dairy industry enterprises and agricultural organizations by means of the acceptance of milk directly on farms and the transport of milk on the procurement network's specialized transport system.

Painstaking work to ensure the strictest conservation, organize the fuller and more efficient use of existing raw materials and augment output per unit of processed raw material will continue during the 11th Five-Year Plan. In this connection, special attention will be given to the decree of the CPSU Central Committee and USSR Council of Ministers on measures to improve the use of skimmed milk, buttermilk and whey.

Capacities for the production of 308 tons of dry milk per shift will be incorporated during the 11th Five-Year Plan as a result of the construction and remodeling of enterprises. More than a billion rubles has been allocated for this work. The startup of these capacities on schedule will increase the use of skimmed milk, buttermilk and whey by up to 60 percent and will bring the output of dry skimmed milk and reconstituted milk solids up to 290,000 tons in 1985, or 1.9 times as much as in 1980.

In addition to the construction of plants and shops for the production of a whole milk substitute, state capital investments will finance the establishment of over 130 shops of this kind by means of the interfarm cooperation of kolkhozes, sovkhoses and enterprises of the dairy industry, which will help in the more efficient use of raw materials.

Much remains to be done in the incorporation and maximum use of existing production capacities for dry milk products.

There will be a 10 percent increase in the output of milk and sour milk products with a 1 percent and 2.5 percent fat content, and an 11 percent increase in the output of sour cream with a 20 percent fat content. The output of cottage cheese with a 2 percent fat content will increase from 2,500 tons to 35,000, and the output of buttermilk beverages will increase 1.5-fold.

The basic guidelines for the economic and social development of the country, approved by the 26th CPSU Congress, envisage the dramatic augmentation of labor productivity, including a rise of at least 27-29 percent in the meat and dairy industry. This will require further reinforcement of the material and technical base, a rise in technical production standards and the improvement of all quality indicators.

Enterprise collectives must organize their work in such a way as to achieve the planned rise in labor productivity and not permit any disruption of the correlation between this indicator and the wage level.

Measures have been planned and are being taken at all associations and enterprises to improve the organization of production, introduce the brigade form of labor organization on a broad scale, ensure the use of new equipment and progressive technology, automate production processes and reduce manual and semiskilled operations.

Twice as much cottage cheese will be produced on mechanized flowlines, and this output will reach 40,000 tons in 1985. The output of rennet cheeses, aged in polymer film and other packaging material, will increase to 176,000 tons, in comparison to 134,000 in 1980. Butter production will continue to be concentrated and its production at small plants will be reduced.

The use of highly productive packaging equipment and the better use of existing facilities will increase the proportion of packaged goods to 60 percent of the total output.

The comprehensive program for the elevation of technical production standards in 1981-1985 will free more than 17,000 workers and reduce the number of workers engaged in manual labor by 21,000, including around 16,000 women.

Considerable attention will be given to the comprehensive plan for the improvement of sanitary and hygienic conditions at industry enterprises.

The further development of the production of dairy baby foods on an industrial basis will be of great social significance. Small shops of this type are already operating in Krasnodar, Stavropol', Rostov and Serpukhov. All designs for dairy

plants capable of processing 100 tons of milk or more per shift, on which construction work will begin during the current five-year plan, envisage shops for baby food. Special equipment manufactured by the Ministry of Machine Building for Light and Food Industry will be used in the construction of shops of this kind in large cities with a population of a million (or more). A specialized plant is being built in Moscow for the production of liquid and pureed dairy products for infants. It will be capable of processing 50 tons of milk per shift.

The program for the increased output of dairy products envisages the incorporation of capacities between 1981 and 1985 for the production of 9,300 tons of whole milk products per shift, 106 tons of butter, 115 tons of cheese and 308 tons of dry skimmed milk, reconstituted milk solids and dry whey, as well as refrigerators with a storage capacity of 111,000 tons. Capital investments must be concentrated in priority projects and projects carried over from the last five-year plan, and projected production capacities must be put in operation. The priority projects of the five-year plan include municipal dairy plants in Arkhangel'sk, Volgograd, Cherepovets, Ramenskoye in Moscow Oblast, Tula, Gor'kiy, Lipetsk, Penza, Sochi and Magnitogorsk; cheese plants in Kargat in Novosibirskaya Oblast, Velikiye Luki and Tselina in Rostovskaya Oblast; dry milk product plants in Rossosh' in Voronezhskaya Oblast, Orel and Ostrov, and others.

It is the duty of dairy industry personnel to carry out the decisions of the 26th CPSU Congress by directing organizational work toward the fulfillment and over-fulfillment of the 11th Five-Year Plan by the entire industry and by each association and enterprise, persistently strive for a maximum increase in milk purchases, heighten production efficiency and improve the quality of work, ensure the more efficient use of raw materials and processed milk products, arrange for the timely startup of priority projects, reduce the quantity of unfinished construction and uninstalled equipment, provide the nation with more dairy products of better quality at a lower cost and thereby make a fitting contribution to the completion of the program for the further enhancement of the Soviet people's well-being.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

USSR DEPUTY MINISTER OF TRADE ON NEW STATUTE ON DELIVERY OF CONSUMER GOODS

Moscow KHOZYAYSTVO I PRAVO in Russian No 5, May 81 pp 21-26

[Article by S. Sarukhanov, USSR deputy minister of trade: "On the New Statute on the Delivery of Consumer Goods"]

[Text] The 26th CPSU Congress adopted as a major economic and social task the further improvement of the material well-being of the Soviet people, and it outlined a broad program aimed at satisfying increasingly completely the demands of the Soviet people for food products and consumer goods. In order to execute this program successfully it is necessary for our industry, agriculture and trade to work out joint measures to expand the production and improve the quality of goods in accordance with consumer demand and deliver them to the consumer, and bring the existing organization of economic links between industry and trade up to different levels. Here, the influence of trade on production must be more active in the interests of producing high-quality industrial goods in amounts and with a product range really required by the consumer.

The resolution of these tasks will be served by the Statute on Deliveries of Consumer Goods confirmed by decree No 161 of the USSR Council of Ministers of 10 February 1981. Regulating the general questions of mutual relationships between all suppliers and consumers, this document establishes new rules and norms in this sphere. What follows is a comment on the main provisions.

First, let us discuss questions such as the expansion of operational independence in industrial production associations and enterprises, stemming from the CPSU Central Committee and USSR Council of Ministers decree on improving the economic mechanism. In particular, proceeding from the tasks imposed by superior organs for gross production volumes, associations and enterprises themselves determine the extensive range of goods produced. The new statute obliges them to define in the annual plans the range of goods to be produced in accordance with trade orders and in accordance with agreements concluded with buyers (point 3). In this way, their role in and responsibility for fulfilling orders are enhanced. Point 16 of the statute establishes that ministries, state committees and departments have no right to introduce into the plans of subordinate associations, enterprises and manufacturing organizations changes for the volumes, delivery times or range of products without agreement with the organs responsible for the distribution of such goods. Provision has been made that in the event of changes in production

plans in violation of the established procedures, the changes in the planning acts for the delivery of goods and in agreements are not introduced, and the suppliers are not freed from the responsibility for complying with agreements.

The statute establishes that goods are supplied in accordance with agreements (deliveries without agreements are possible only in cases established by the USSR Council of Ministers or union republic councils of ministers), and it obligates each of the parties to an agreement to observe the cost-accounting interests of the other party, carry out his obligations in the manner most economical for the socialist national economy, and take all necessary steps to prevent or minimize losses and inform the other party in good time about such measures; and also to cooperate in the fulfillment of obligations (point 3). The parties in an agreement are obliged strictly to observe the pledges they have adopted. Nonfulfillment is a violation of state discipline. It entails liability as to property. Here it should be borne in mind that the statute points directly to the mandatory application of sanctions without mutual settlements (point 5). The statute establishes that in the event that the purchaser does not present payment to the supplier on demand, the arbitration organs can on their own initiative establish penalties for interruptions in supplies or nondelivery of goods and the sanctions can be applied against budget income; while if the purchaser refuses to accept the sanctions without good grounds, penalties can be imposed in the form of a fine in the amount of two percent of the value of the goods not delivered (point 98).

The responsibility established by the law for the violation of agreement obligations is also borne by managers and other officials as described in the statute. It obliges the organs superior to the associations, enterprises and organizations to monitor the timeliness and correctness of the conclusion and execution of agreements and to draw up and implement measures to improve contractual relations and enhance the effectiveness of agreements (point 6).

It is known that sometimes the road traveled by goods from manufacturer to consumer is a long one. And here, along this road, it is essential to set up a smoothly operating mechanism for economic links that covers all elements at the economic and management levels. This is the task that the new statute sets for industry and trade. It envisages a special section for planning bases for concluding agreements and organizing economic links. In order to coordinate plans for production and for deliveries of goods and to improve contractual relations it has been established that ministries, state committees and departments that are suppliers will present to the USSR Ministry of Trade, the union republic ministries of trade, the USSR Gossnab and other central organs having the right to distribute goods, ideas for the draft five-year production plans (by years) no later than 6 months before the start of the five-year plan, and drafts for annual plans (by quarters) not later than 10 months before the start of the planning year. At the same time, reports on output volumes and product ranges (product lists) for goods are to be sent to the production associations, enterprises and organizations that are suppliers.

The statute precisely defines the planning acts on whose basis long-term and annual agreements are concluded. Provision has been made for the USSR Ministry of Trade to establish the forms of these acts (point 7) and to set up the procedure for administrative attachment of direct long-term agreements and long-term economic

links, and also organs that attach clients to suppliers for placing orders and subsequent conclusion of agreements for the delivery of goods distributed according to the planned procedure. Provision is made for a procedure and time periods for attachment of clients to suppliers. As a rule, this should be effected for the period that five-year plans are in force. Planning acts for the delivery of goods can be passed to clients and suppliers before confirmation of plans for the production and distribution of goods (on the basis of draft plans) with subsequent clarification, if required, after the plans have been confirmed. Targets for the delivery of goods remain in force for the period established. Targets set for periods of less than 1 year remain in force until the end of the planning year unless otherwise provided for in legislation (points 9 and 10).

Questions of changing economic links are regulated in detail, and this is of great importance for business cooperation. Thus, changes can be made to established direct long-term and other long-term economic links only in exceptional circumstances after a review of the matter with interested enterprises and ministries (point 9). Procedures and time periods have been established for placing orders for the delivery of industrial goods (point 14). The form of orders will be confirmed by the USSR Ministry of Trade (point 18).

As is known, the management organs in industry and trade have conducted and are conducting joint work to develop commodity production in order to satisfy consumer demand more fully. However, even at middle-echelon level, relations between management organs in industry and trade have not been legally formalized. These organs have not had precisely defined mutual obligations and responsibility for fulfillment. This lacuna has now been filled. In accordance with the CPSU Central Committee and USSR Council of Ministers decree of 12 July 1979, No 695, in the statute, questions of the conclusion of five-year agreements between the main administrations of the USSR Ministry of Trade and the wholesale organization of the ministries have been regularized. A draft statute on the procedure and time periods for concluding these agreements has been sent by the USSR Ministry of Trade to the USSR State Board of Arbitration for confirmation.

In the statute the possible versions in the structure of economic links for delivery agreements are defined in detail. The abundance of goods and the features of their delivery do not allow of a single, simple solution to the problem.

Many factors affect the determination of the structure of contractual links.

Selection of the optimum version for building contractual relations is one of the central tasks of organs that make attachments of clients to suppliers. The problem is in each case to select the most rational and stable of all the versions envisaged in point 17 of the statute.

Experience has shown that preference should not always be given to direct contractual links, since problems involving active impact on the formation of the production plan, placing orders for the entire volume of this plan, transforming the product range in trade and storage of goods can be successfully resolved only by specialized wholesale or supply-and-marketing organizations that have at their disposal the necessary material-technical base. Accordingly, it is stated in point 17 that

it is possible to use both the simple and the complex structure in contractual relations. The statute merely establishes the principles for organizing these links, while it is the organs that themselves work out attachment plans which resolve these questions in the interests of better saturating the trade network with goods. Trading stores now have the right to conclude agreements with industrial associations and enterprises whose output they sell.

Taking into account the role of the wholesale bases as organizers in providing goods for the retail trade, the need is stated in the statute for raising responsibility for the uninterrupted supply of goods to the stores, and for expanding opportunities for concluding agreements between the wholesale bases of the union republic ministries of trade and consumer cooperatives, on the one hand, and the production associations and enterprises on the other, as clients, and with wholesale trade organizations and enterprises acting as suppliers.

Developing point 22 of the CPSU Central Committee and USSR Council of Ministers decree of 12 July 1979, the statute makes provision for the retail trade organizations to place their orders with wholesale trade organizations for the unloading (delivery) of goods essential for insuring a minimum product range in the stores (point 20). Moreover, the wholesale organizations can allocate or deliver goods to a purchaser in any quantity required by the purchaser below the minimum norms (point 35).

For each case of nonfulfillment of an order for the delivery (shipment) to the stores of goods provided for by the product range minimum as established by the trade management organs, the wholesale organization pays to retail organization a fine of 25 rubles, regardless of where the responsibility lies for the violation of obligations to deliver goods within the time period set by the agreement. However, the retail enterprise can also pay the same fine to the wholesale organization for not placing the orders indicated or not placing them in good time (point 67).

In order to provide the stores with commodities in the required product range, goods manufactured not only locally but also imported from other union republics, krais and oblasts will be delivered to the stores. Imports and exports will be effected on the basis of plans for the inter-republic and inter-oblast deliveries, whose fulfillment is as a rule entrusted to the wholesale organizations of the union republic ministries of trade. Accordingly, within the structure of economic links provision has been made for delivery agreements between wholesale organizations in the production regions and the regions where there is demand.

In a number of cases the organizations of material-technical supply participate in the delivery of goods; they conclude delivery agreements, as clients, with production associations and enterprises, and as suppliers with wholesale and retail trade organizations. Production associations and enterprises that are nonmarket consumers can conclude agreements for the delivery of goods both with production associations and enterprises (manufacturers) and with wholesale trade organizations and material-technical supply organizations.

Economic links are so variegated that the versions enumerated for the structures for contractual relations do not, of course, exhaustively cover all cases. Accordingly, the statute provides for the possibility of arranging deliveries in special circumstances or within the above-mentioned five-year agreements other than those covered by the structures for contractual agreements in point 17.

The new statute defines the conditions for implementing the main social task--improving the well-being of the Soviet people through the essential organization of economic links. The commodity administrations of the USSR Ministry of Trade and the wholesale offices and bases of the union republic ministries of trade should turn their attention to this.

The development of long-term economic links between them promotes successful cooperation between industry and trade. The statute points directly to enhancement of the role of long-term agreements (point 1). Such agreements can be concluded by direct long-term links between manufacturers and wholesale and retail trade organizations if they are already set up or if long-term economic links are set up in accordance with the procedure laid down. Equally, they can be concluded between wholesale trade offices and bases and production associations and industrial enterprises.

The norms of the statute make it possible to set up long-term economic links at any point on the pathway along which goods are moved, and to include in them all the enterprises and organizations participating in the process of goods' delivery, from manufacturer to the store. For this, not only the procedure and time periods for attachment of clients to suppliers have been regulated (point 9) but also the conditions for long-term agreements (point 20).

Long-term agreements are not a new phenomenon in economic practice. They were being concluded earlier. Unfortunately, however, they were most frequently of a formal nature, provided merely for a limited range of conditions for delivery, and did not have a sound content, namely the volume of essential deliveries of goods and the product range. The new statute obliges the parties to provide for deliveries for the five-year plan (by years) in the long-term agreement, as a rule in grouped product ranges with an annual determination of the actual range given in the specifications. They should also provide for mutual obligations by the parties to expand and renew the product range, improve the quality and technical-economic indicators of the goods, and introduce and use progressive forms of packaging, transportation and storage of goods, and other conditions stemming from long-term cooperation by the parties. In the agreement, consideration should also be given to the measures envisaged in five-year agreements concluded between the trade and industrial management organizations.

In recent years there has been a marked enhancement in the role of annual trade fairs at which wholesale marketing of goods takes place. At these fairs business meetings are held between the workers of trade and industry, agreements are concluded, and specifications are agreed for the delivery of goods distributed in accordance with the planned procedure--on the basis of planning acts--and for others through agreements between the parties. The use of the trade fair form for wholesale trade has made it possible to fulfill successfully the plans for the production and delivery of goods and to improve quality and product range. Exhibiting samples of all goods of a given type produced within the country aids in the selection of the best of them. At the trade fair, objective and qualified decisions are made on the direction of production, the introduction of new goods, the withdrawal from production of goods not enjoying demand, and improvement in the mechanism of economic links. Finally, the holding of trade fairs has accelerated and simplified the process of concluding agreements and agreeing specifications and has created conditions in which during the period in which trade fairs are held (from 3 to 20 days) all disagreements arising between purchasers and suppliers can be examined and resolved.

The statute provides that whatever the level at which the trade fair is held (from inter-republic to oblast) agreements for the delivery of goods are concluded at the fairs. The organization and procedures for holding trade fairs and for concluding agreements at them are defined by the appropriate statutes. These statutes are confirmed by the USSR Ministry of Trade and the Tsentrsoyuz with the agreement of the USSR Gosplan and the State Board of Arbitration.

In the new statute, questions of concluding agreements outside trade fairs and by means of accepting orders for performance have been resolved in almost the same way as before; and the procedure for altering and canceling agreements remains as before. However, there are new rules.

In particular, provision has been made for setting up contractual relations by means of confirming acceptance by the supplier of orders from the purchaser when the order contains all the information necessary for the delivery and does not require the agreement of any third parties. For the first time, provision has been made that an agreement for the delivery of goods distributed according to planning procedure is considered altered or canceled if, within a 10-day period following notification of the alteration or cancellation of a planning act for the delivery of goods, received from the organs effecting the attachment, neither of the parties informs the other party and the organ issuing the planning act of its disagreement with the alteration to or cancellation of this act (point 26).

The statute contains a special section that regulates questions of determining within agreements the quantity, product range, time periods and procedure for the delivery of goods. The statute proceeds from the premise that goods should be delivered monthly in batches of equal size, and it provides for the possibility of arranging delivery within the terms of the Special Conditions or by agreement for other terms (periods) for delivery (point 30). Provision is made that ahead-of-schedule delivery of goods, in cases where it is legally permitted, can be made with the agreement of the purchaser.

In the new statute the norm for the procedure and time periods for making up for goods not delivered has been amended (point 32).

Along with existing general rules on the procedure for the delivery of goods, the statute makes provision for the union republic councils of ministers to establish (taking into account the features of the relationship between suppliers and clients) a different procedure for the centralized delivery of goods, and also for their unloading and the loading of return goods at retail trade and public catering organizations. Under union republic legislation, the obligation to unload heavy freight and load return freight at retail trade and public catering organizations that do not have subsidiary workers can be placed upon the suppliers or the road transportation organizations, with costs borne by the purchaser (point 33).

Protection of the consumer's interests and reinforcing requirements for quality of goods delivered and enhancing the responsibility of manufacturers for the quality of goods have been reflected in a number of new norms in the statute. In particular, the delivery of goods that have not been checked for quality in

accordance with established procedure, and of goods whose unloading is forbidden by the organs conducting state inspections and quality control, or by other authorized organs, is forbidden (point 46). Responsibility has also been established for delivering such goods--a fine equal to 50 percent of their value (point 72).

The ban on unloading goods as set by these organs, and also a ban by the corresponding organs in the USSR Ministry of Trade system on the acceptance of goods that are below quality, obsolete or not in demand, does not absolve the supplier from fulfilling the agreement to deliver the same, good-quality goods (point 46). The statute contains detailed regulations on the procedure for establishing and calculating warranty periods (points 40 and 41), and specific periods are envisaged for the replacement of goods and elimination of defects found in goods during the warranty periods, or production defects that can be eliminated on site (point 41). The statute establishes that elimination of defects in goods or their replacement does not absolve the supplier from payment of the fine provided for in points 69 and 70. The statute precisely defines the completeness of sets of goods delivered and regulates questions of labeling of goods.

In order to prevent the dispatch and delivery of substandard goods in the trade network, wholesale and wholesale-and-retail organizations and enterprises in the USSR Ministry of Trade system have been given the right to carry out control checks on quality, completeness of sets and labeling of goods prepared for dispatch or delivery at the production associations and enterprises located in the areas in which the trade enterprises and organizations operate. Liability as to property on the part of the manufacturer has been established in the event that substandard goods or incomplete sets or unlabeled goods are found (points 48 and 79).

The statute has clarified the mutual relations of the parties arising from the delivery of goods in packages and packing. It is established that the procedure and time periods for returning reusable packaging and responsibility for storage and return of such packaging are determined by the statute confirmed by the USSR Gosplan and the USSR State Board of Arbitration (point 51).

The statute contains additions and amendments to the existing procedure for settlement for goods delivered (see, for example, point 62).

In order to enhance the responsibility of the parties for fulfilling obligations incurred by agreements, the statute makes provision for a number of new norms on the application of sanctions against those who violate contract discipline. Thus, point 65 of the statute provides that if the delivery of goods is delayed or if goods are not delivered within the time periods set by the agreement, the supplier pays the purchaser damages equal to 5 percent of the value of undelivered goods by individual nomenclature range, 10 percent of the value of goods intended for children, and 3 percent for agricultural goods. If time periods are not met for the delivery and product range of goods delivered to other union republics and the regions of the Far North and other regions, the damages sought from the supplier will be 1.5 times greater. In order to enhance the supplier's responsibility for timely and smooth delivery of goods, for each instance of a violation of the agreed delivery (supply) schedule a fine of one percent of the cost of goods not unloaded (not delivered) on time will be paid.

The statute has determined special sanctions for the delivery of substandard goods. If goods are rejected because they do not meet quality standards, technical specifications or standard models (reference standards), in addition to refusing to pay for them the purchaser can seek from the manufacturer (or supplier) a fine equal to 20 percent of their value, and if the goods have been paid for, he should demand the return of monies paid. The purchaser has been given the right to seek this fine in the form of deductions made from payments to the manufacturer, and in cases covered by special delivery conditions, from the supplier (point 69).

A larger fine is imposed if the rejected goods are in the highest-quality category (point 71).

In order to strengthen planning and agreement discipline, the liability as to property has been raised, with respect to the organs effecting the attachment for the delivery of goods, for the nonissuance or late issuance of the planning act for the delivery of goods (point 88), and for the late conclusion of or refusal to conclude an agreement (point 89), and a fine has been established for the return of a planning act passed to it (point 91), and also for using more than the established quantity of goods for reprocessing.

The requirements of the statute are aimed at improving economic links between trade and industry and wholesale and retail organizations and enhancing the effectiveness of agreements concluded. This corresponds with the task set by the 26th CPSU Congress accountability report "to enhance the role of trade in determining the product range and quality of goods." It is therefore the task of workers in trade and public catering to make a deep study of the new statute and constantly apply its norms in practical activity. Trade organizations and enterprises should introduce into delivery agreements concluded for 1981 and for the 11th Five-Year Plan the amendments and additions stemming from the new statute, and should also formulate agreements for 1982 and subsequent years of the five-year plan bearing in mind that the new statute comes into effect on 1 July 1981 and that from that date all questions connected with the conclusion and implementation of delivery agreements should be resolved in accordance with the requirements of this statute. Questions on the examination of and special conditions for the delivery of individual types of goods should be resolved. It is also necessary to develop statutes on time periods, organization and procedures for holding inter-republic, republic and oblast (or kray) trade fairs. A correct application of the norms of the statute of the delivery of goods will provide great assistance in strengthening planning and agreement discipline and in fulfilling the program set by the 26th CPSU Congress for a further upsurge in the well-being of the Soviet people.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

RETAIL TRADE STATISTICS IN USSR

Moscow VESTNIK STATISTIKI in Russian No 6, Jun 81 pp 74-76

[Text]

1. RETAIL AND WHOLESALE TRADE AND TRADING IN THE USSR												
2. The percentage of retail trade and trade space in urban and rural settlements (at the end of the year)												
	Number of enterprises, thousands						Trade space in shops, thousands of square meters					
	1979			1980			1979			1980		
	Those that are:			Those that are:			Those that are:			Those that are:		
	In all	In urban settlements	In a rural location	In all	In urban settlements	In a rural location	In all	In urban settlements	In a rural location	In all	In urban settlements	In a rural location
USSR	105.7	107.5	105.4	109.2	105.3	109.9	4,867	28,670	18,716	66,100	29,008	16,658
Belarus	158.0	168.7	150.7	158.9	169.7	149.2	24,807	16,127	8,681	29,633	18,738	8,775
Byelorussian SSR	104.7	104.1	104.4	103.7	103.7	104.0	9,951	5,029	4,922	9,105	5,069	4,035
Armenian SSR	70.5	60.6	80.1	70.5	10.6	10.1	1,807	0,057	755	1,861	0,067	771
Georgian SSR	10.6	15.6	19.0	10.9	15.8	19.1	1,807	868	936	1,895	890	906
Ossetian SSR	61.2	17.6	76.1	41.3	17.7	76.0	2,056	1,761	0,295	1,528	0,177	0,351
Abkhazian SSR	15.6	9.1	4.1	15.5	9.1	6.6	418	563	255	409	677	272
Ingushetian SSR	17.7	10.4	7.1	17.6	10.6	7.0	664	666	100	686	537	152
Dagestanian SSR	7.4	6.1	2.0	7.4	6.5	2.9	577	179	168	506	186	150
Ingushetian SSR	10.1	6.0	4.1	10.1	3.9	4.6	556	285	270	508	286	222
Ingushetian SSR	7.1	6.0	7.0	7.1	6.8	2.1	680	196	176	666	251	173
Ingushetian SSR	7.7	6.1	6.6	7.7	9.1	6.6	678	199	279	655	201	256
Ingushetian SSR	7.6	1.5	1.0	7.6	1.7	1.0	611	731	192	612	761	180
Ingushetian SSR	7.3	1.1	2.2	7.2	5.1	2.1	673	171	150	668	167	151
Ingushetian SSR	6.1	1.7	2.6	6.0	1.8	2.4	759	215	161	600	230	150
Ingushetian SSR	1.0	1.5	1.1	1.0	2.6	1.5	263	189	75	108	191	77

2. The Presence of Public Eating Establishments and Seats in Them by Union Republic
(at the end of the year)

	Number of enterprises--thousands						Number of seats--thousands					
	1979			1980			1979			1980		
	Those that are:			Those that are:			Those that are:			Those that are:		
	In all	In urban settlements	In a rural location	In all	In urban settlements	In a rural location	In all	In urban settlements	In a rural location	In all	In urban settlements	In a rural location
USSR.....	297.3	204.6	92.7	302.9	207.8	95.1	16,547	13,206	3,341	17,200	13,673	3,527
RSFSR.....	184.2	115.0	39.2	157.0	116.3	40.7	8,931	7,562	1,369	9,250	7,789	1,461
Ukrainian SSR.....	55.6	38.0	17.6	56.0	38.6	17.4	3,342	2,618	724	3,456	2,711	747
Belorussian SSR.....	11.0	6.5	4.5	11.3	6.7	4.6	649	455	194	682	479	203
Uzbek SSR.....	17.2	8.1	9.1	17.7	8.3	9.4	751	447	304	793	467	326
Kazakh SSR.....	15.7	9.4	6.3	16.1	9.7	6.4	710	496	214	744	519	225
Georgian SSR.....	7.4	4.6	2.8	7.5	4.7	2.8	319	246	73	330	256	74
Azerbaijan SSR.....	8.6	5.4	3.2	8.9	5.6	3.3	328	262	66	350	279	71
Lithuanian SSR.....	3.6	2.5	1.1	3.8	2.6	1.2	239	189	50	250	197	53
Moldavian SSR.....	4.2	2.2	2.0	4.3	2.2	2.1	236	143	93	250	151	99
Latvian SSR.....	3.1	2.3	0.8	3.3	2.4	0.9	240	182	58	251	192	59
Kirghia SSR.....	3.2	1.7	1.5	3.2	1.7	1.5	153	97	56	161	102	59
Tajik SSR.....	4.0	2.3	1.7	4.1	2.4	1.7	153	116	37	161	119	42
Armenian SSR.....	4.0	2.6	1.2	4.1	2.8	1.3	209	164	45	219	172	47
Turkmen SSR.....	2.9	1.7	1.2	3.0	1.7	1.3	111	62	29	118	87	31
Estonian SSR.....	2.0	1.5	0.5	2.0	1.5	0.5	135	106	29	140	110	30

(at the end of the year)

Number of seats in public eating establishments--units

4. The Presence of Self-Service Stores (at the end of the year)								
	Number of stores (units)		Commodity turnover for the fourth quarter (millions of rubles)		Self-service stores as a percentage of the corresponding type of specialization			
	1979	1980	1979	1980	Number of stores		Their commodity turnover	
					1979	1980	1979	1980
State Trade								
Food stores.....	16,583	19,874	8,108.8	8,669.6	37.3	36.3	46.1	47.1
Those that are:								
Stores with a general assortment of goods.....	7,201	7,542	4,185.0	4,470.6	65.3	67.2	62.5	63.7
Bread stores.....	8,993	8,990	579.1	607.6	75.6	76.0	78.9	80.6
Milk stores.....	1,119	1,128	173.8	176.7	32.4	33.1	43.4	43.7
Fruit and vegetable stores.....	4,883	5,109	489.3	504.4	48.1	48.9	62.0	61.5
Other.....	16,387	17,105	2,681.6	2,910.3	74.4	75.4	29.8	30.9
Non-food stores.....	35,186	36,948	11,545.8	12,549.7	52.2	54.1	64.0	63.9
Those that are:								
Department stores.....	622	633	3,071.8	3,112.5	92.8	90.8	82.5	82.5
Shoe stores.....	2,232	2,323	574.4	623.4	78.1	80.4	84.3	85.4
Clothing stores.....	2,318	2,345	1,138.0	1,206.5	92.9	94.5	99.4	100.8
Haberdashery--knitted garments--perfume stores.....	1,496	1,607	312.6	383.6	29.2	30.8	37.1	39.2
Thrift shops.....	4,621	4,805	644.0	724.0	62.3	64.6	72.5	77.1
Book stores.....	5,872	6,262	186.2	203.1	69.0	74.5	66.8	68.5
Mixed stores.....	2,375	2,513	360.7	386.1	11.7	12.7	27.9	28.3
Consumers' Cooperatives								
Food stores.....	65,530	68,372	4,361.8	4,729.0	65.0	67.0	69.6	70.8
Non-food stores.....	83,843	86,342	6,031.1	6,464.0	84.9	86.8	88.4	89.7
Mixed stores (i.e. goods in everyday demand)	62,690	64,706	2,405.2	2,557.6	56.6	61.4	68.0	70.2

5. Warehouse Network of Retail Goods (at the end of the year)		
	1979	1980
Total number of general goods and specialized warehouses-- units.....	132,716	130,831
General goods warehouses		
Number--units.....	76,575	76,884
Area--thousand square meters.....	31,662.7	32,401.5
Average area of a warehouse--square meters.....	413.5	421.4
Special goods warehouses		
Number--units.....	56,141	53,947
Capacity--thousand tons.....	14,101.8	14,392.5
Average capacity of a warehouse--tons.....	251.2	266.8
Of the total number of special goods warehouses those that are:		
Vegetable storehouses, fruit storehouses		
Number--units.....	27,547	27,443
Capacity--thousand tons.....	12,133.0	12,435.8
Average capacity of storehouse--tons.....	440.4	453.2
Refrigerator storehouses with mechanical cooling		
Number--units.....	4,892	4,976
Capacity--thousand tons.....	732.9	766.9
Average capacity of refrigerator storehouse--tons...	149.8	154.1

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

RSFSR SUGAR INDUSTRY GOALS FOR 11TH FIVE-YEAR PLAN

Moscow SAKHARNAYA PROMYSHLENNOST' in Russian No 7, Jul 81 pp 2-7

/Article by RSFSR Minister of the Food Industry S. I. Chistoplyasov: "The Tasks of RSFSR Sugar Industry Workers During the 11th Five-Year Plan"/

/Text/ Among the most important national economic tasks of the 1980's and the 11th Five-Year Plan the 26th CPSU Congress especially singled out the intensification of the economy and the utmost increase of the efficiency of social production.

In the Accountability Report of the CPSU Central Committee to the 26th party congress General Secretary of the CPSU Central Committee Comrade L. I. Brezhnev noted: "Each sector is faced with its own urgent tasks and specific problems. But there are problems which embrace all the spheres of the national economy, and the main one is to complete the changeover to the primarily intensive path of development."

In fulfilling the congress decisions, the RSFSR sugar industry workers during the 11th Five-Year Plan should improve their work substantially by the more complete utilization of the available reserves. The volume of sugar production in 1985 will be 3.6 million tons, which is 1.8-fold more than was produced in 1980.

In order to cope successfully with such a large assignment, the workers of production associations and sugar refineries jointly with agricultural organizations and local soviet organs have to take steps on increasing the production of sugar beets and their purchases in the amount of 32.5 million tons.

In the RSFSR 4,300 farms in 4 autonomous republics, 3 krais and 14 oblasts are engaged in the cultivation of sugar beets. Their plantings cover 1.6 million hectares.

The raw material zones of the sugar refineries differ sharply with respect to the degree of concentration of the plantings of the beets and their distance from the refineries. In Krasnodarskiy Kray the beet compaction of the plantings amounts to 12-15 percent, while the average radius of their delivery from the fields is 25 km. As a result, 84 percent of the beets purchased in the kray are delivered directly to beet centers at the refineries.

In Belgorodskaya Oblast with a beet compaction of 10-11 percent and an average radius of delivery of the beets of 32 km, more than 60 percent of the beets are stored at the beet centers at the refineries.

At the same time in Ryazanskaya, Tul'skaya, Saratovskaya, Kuybyshevskaya and several other oblasts the beet compaction is only 4-6 percent, the raw materials zones are stretched out, and only 13 to 30 percent of all the beets arrive at the beet centers at the refineries. The bulk of the raw materials are stored at beet centers near the tracks. Thus, in Saratovskaya Oblast the Balashov Sugar Refinery has 10 beet centers near the tracks, which on the average are 110 km from the refinery, while 2 of them are 350-450 km away. The situation is similar in Ryazanskaya and Tul'skaya Oblasts. The low concentration of the beet plantings and their distance from the sugar refineries are leading to considerable transportation costs, the decrease of the quality of the raw materials and an increase of the losses of the mass of beets and the sugar in it.

For example, whereas in 1980 the losses of sugar beets at the refineries of Krasnodarskiy Kray were 2.6 percent, at the Balashov Sugar Refinery, where the beet centers are a considerable distance away, they were nearly 13 percent. Due to the untimely allocation of railroad cars and motor transport for the delivery of the beets the sugar refineries are operating unevenly, with idle times, which worsens the technical and economic indicators of their operation.

The specialization and concentration of sugar beet production, which were carried out during the past five-year plan in the beet-growing regions of the republic, are clearly inadequate. For the purposes of further increasing the efficiency of the work of the sector the workers of production associations and sugar refineries need to elaborate proposals on the improvement of the raw material zones by means of the specialization of the kolkhozes and sovkhozes located near the refineries in the cultivation of beets, the increase of the yield and the elimination of inefficient shipments of raw materials.

The fact that in recent years the quality of the beets being turned over to the state has been getting worse and their sugar content as compared with the Ninth Five-Year Plan declined by 0.8 percent, in particular, by 1.7 percent for Gor'kovskaya Oblast, 1.5 percent for Lipetskaya Oblast and 1.1 percent for Kurskaya Oblast, is arousing serious alarm.

Many frozen, machine-damaged beets, with a large amount of dirt and green matter are arriving at the refineries, which considerably complicates their storage and processing and increases the losses of sugar in production. In some oblasts the beet-growing farms drag out the harvesting of the beets until the arrival of freezing weather; as a result in a number of instances they remain undug. This attests to the serious shortcomings in the agricultural technology of cultivating beets and in the technology of their harvesting, the blunders in the organization of transportation and storage, as well as to the lack of the proper attention of the managers and specialists of production associations and sugar refineries to the state of affairs at the beet-growing farms. The improvement of the agricultural technology of cultivating sugar beets and the assurance of the timely digging and shipment of the beets to the sugar refineries are our primary task.

The extensive introduction of the Yampol' experience of labor cooperation between the workers of industry, agriculture and transportation helps in obtaining the maximum amount of sugar from each hectare of the beet field.

The beet growers, sugar refiners and transport workers of a number of krays, oblasts and autonomous republics on the basis of the organization of effective cooperation even last year, which was unfavorable with respect to weather conditions, achieved favorable results in obtaining the maximum possible amount of sugar per hectare of planting of sugar beets. In Krasnodarskiy Kray, for example, 26.2 quintals per hectare were obtained, in Stavropol'skiy Kray--18.6 quintals, in Belgorodskaya Oblast and the Bashkirskaya ASSR--almost 15 quintals. At the same time in Orlovskaya, Ryazanskaya, Tul'skaya, Lipetskaya and Tambovskaya Oblasts and Altavskiy Kray considerably less sugar was obtained from each hectare of plantings of beets.

Much has to be done during the 11th Five-Year Plan on the further improvement of the work of beet-receiving centers. Unfortunately, during the 10th Five-Year Plan the assignments on the construction of concrete storage pits remained unfulfilled by the refineries of the Tambov, Kursk and Voronezh associations. The construction of storage pits with forced ventilation is being carried out poorly, while the ones that have been built are being utilized at 45-50 percent of capacity.

The deficiencies in the organization of the receipt and storage of the beets and their delivery for processing and the lack of the proper demandingness on the quality of the raw materials being purchased (often they are accepted not in strict conformity with the All-Union State Standard) are leading to large above-standard losses of beets.

The refineries of the Kursk and Orel associations annually allow especially great losses, which in 1980 amounted to 8-9 percent.

Attaching exceptionally great importance to the question of ensuring the keeping capacity of beets as the most important condition of the highly productive operation of sugar refineries and the successful fulfillment of the plan of sugar production, it is necessary to take steps on the further strengthening of the material and technical base of beet-receiving centers. For this the workers of the sugar industry in 1981 have to build 560,000 m² of concrete storage pits with forced ventilation, to install 89 heavy-duty truck scales and 20 RYuPRO lines and to acquire 230 pilers and 330 tractor-mounted loaders. This year it is planned to place 8 million tons of beets into long-term storage with the use of forced ventilation and to treat 1.7 million tons of beets with biologically active compounds.

The experience of the enterprises of the Bashkir and Central Volga associations in storing and processing sugar beets in frozen form without a decrease of their sugar content is interesting. We will disseminate this experience; by 1985 about 1 million tons will be stored in this manner.

The efficiency of the operation of the sector in many ways is determined by the length of the sugar beet processing season. At present 95 sugar refineries with a capacity of 250,000 tons of beets a day are operating in the republic. This makes it possible to process the raw materials in the amount of the planned purchases in 140-150 days. For the purpose of shortening the production season to 110-115 days during the 11th Five-Year Plan it is planned to increase the capacity of the sugar refineries of the RSFSR by 40,000-45,000 tons and to raise it to nearly 300,000 tons.

More than half of the sugar in the RSFSR is produced in the Central Chernozem Region. The party Central Committee and the Soviet Government are devoting special

attention to this zone. This is attested by the adopted decree of the CPSU Central Committee and the USSR Council of Ministers, "On the Further Development of Agriculture of the Central Chernozem Region of the RSFSR," which calls for the considerable strengthening of the material and technical base of beet growing and sugar refining, the changeover in 1981-1985 basically to an industrial technology of cultivating sugar beets, the boost of their production and the increase of the capacity of the sugar refineries in this region by 15,500 tons of daily beet processing.

This task is not a simple one, since the increase of the capacities will take place primarily due to the renovation and retooling of enterprises. New sugar refineries with a capacity of 6,000 tons a day each will also be put into operation in Voronezhskaya and Kurskaya Oblasts.

A large amount of work on increasing the capacities has to be performed by the enterprises with their own resources. For this the construction and installation organizations attached to the production associations should be strengthened, their production base should be expanded, should be fitted out with modern machinery, equipment and transport and should be manned with skilled personnel.

The experience of work attests that the processing of the procured raw materials is most efficient during the second half of the year. The yield of sugar during the first half of the year as compared with the yield in September is 3-4 percent less. Under these conditions one of the most important tasks is the assurance of the earlier start-up of the refineries--in most cases during the first days of September. Last season the sugar refineries were started up on the average 10-12 days later than the set date. The Tula and Orel associations were 16 days late with the start up, the Tambov Association was 21 days late. Owing to the late start-up of the refineries 2.5 million tons of beets remained unprocessed. If this year the processing of the beets is started during the first 5 days of September, the sugar refineries will process 4 million more tons of beets and due to the increased yield of sugar as compared with the first half of the year will receive from the same amount of raw materials about 150,000 additional tons of sugar.

It is necessary to take steps in order to increase the use of the capacity on the average to 90-95 percent. This is equivalent to the placement into operation of another five refineries of average capacity. The reserve is substantial. The task is quite feasible. The experience of the plants of the Northern Caucasus and Central Volga associations, which during the second half of 1980 utilized the capacities at the level of 96 percent, and of the Bashkir association, which utilized them at the level of 92 percent, attests to this. Some refineries of these associations utilize the capacities within the range of 97-100 percent. The reason for the success of these associations and enterprises lies first of all in the performance of the high quality repair of the equipment, which ensures the steady, smooth operation of the refineries during the sugar refining season.

It should be emphasized that the refineries of these associations are engaged in the production of sugar from beets and raw sugar for 8-9 months and at the same time have the time to ready sugar refineries with a high quality and in good time for the new season.

At the same time the refineries of the Kursk, Orel and Volga River associations, for which the production season lasts only 3-4 months, while the repair period amounts to 8-9 months during the year, are allowing considerable idle times due to

the unsatisfactory quality of the repair work and the organization of production and are operating with a low productivity. The equipment was poorly repaired at the refineries of the Kursk Association, where the amount of shop idle times came to 42-46 days. As a whole this association during the second half of 1980 did not fulfill on any day the norm of the daily processing of beets. The Krivetskiy Sugar Refinery allowed 11 days of shop idle times, the average daily productivity was 86.8 percent of the norm. The Deryuginskiy, L'gov and First Olymskiy refineries had approximately the same productivity.

During the coming repair period the engineering and technical personnel and all the repair services of the RSFSR sugar industry should take into account and rectify the existing shortcomings in the preparation of sugar refineries for the processing season of the beets of the 1981 harvest.

For these purposes it would be appropriate, using the experience of the Kurganinsk and Tbilisi sugar refineries, to organize the repair operations according to a network schedule, in order to ensure the effective monitoring of the timely and high quality preparation of the refineries for the coming season.

In connection with the fact that with the harvesting of sugar beets by the mechanized method the sugar refineries receive beets with a higher content of dirt and green matter, the workers of the sugar refineries should direct particular attention to the broadening of the beet feeding ducts, as well as should install (at a number of refineries) an additional number of stone catchers, straw catchers and other equipment and should complete in good time the work on the repair and cleaning of the clarifiers and filtration beds, as well as the removal of the defecated juice.

Measures on reducing the losses of sugar in production hold an important place in the increase of production efficiency.

Last year 14 refineries exceeded the norm of losses of sugar, while 28 refineries exceeded the norm of sugar content in the molasses. Due to this alone more than 9,000 tons of sugar were not obtained. The main cause lies in the violation of the technological schedule of the processing of the beets and the lack of the proper monitoring of production. For the purpose of reducing the losses of sugar and increasing its quality, as well as decreasing the consumption of fuel and energy resources in industry, it is planned to introduce new flow charts, heat engineering diagrams and advanced equipment (diffusion equipment, automated centrifuges with program control, bagasse drying presses with a high degree of squeezing); the automation of production processes will be carried out.

The untimely supply of sugar refineries with limestone during the second half of 1980 alone led to idle times of 104 refinery-days for enterprises of the RSFSR.

Therefore, more effective steps should be taken on the fulfillment of the plan of the extraction of limestone, its crushing and screening directly at the quarries and its timely shipment to enterprises.

At the same time the sugar refineries also need to decrease the consumption of limestone for production, using here the experience of the leading Refinery imeni Lenin, whose consumption of it is less than 7 percent.

During the 11th Five-Year Plan the sugar industry as a whole will be developed without an increase of the number of workers. Therefore, when placing new refineries into operation the number of workers at operating enterprises will be decreased slightly. For the successful implementation of this program much work has to be done on the fulfillment of the drafted comprehensive plan of the mechanization of manual operations. Its implementation will make it possible to mechanize the labor of 9,000 people; at the same time the proportion of manual labor will decrease from 34.8 to 18.4 percent.

It is planned to implement large plans during the 11th Five-Year Plan on the improvement of the social and living conditions of the workers.

During the current five-year plan it is planned to build for the workers of the sector more than 110,000 m² of living space, new dining rooms, schools, kindergartens and hospitals. The work on the organization and development of subsidiary farms at each sugar refinery has to be improved. Their products—milk, meat, vegetables—will be turned over to children's institutions and public dining enterprises. Moreover, with a high productivity of the subsidiary farm the sale of agricultural products to the workers of the sugar refineries can be organized.

Such farms already exist at 52 enterprises of the sector. In 1980 they produced more than 1,000 tons of milk, 230 tons of meat and about 300 tons of vegetables. But this is only the start. The task has been set to organize this year subsidiary farms at all the sugar refineries and to increase considerably the production of agricultural products.

The workers of the sugar industry have to introduce on an extensive scale the brigade forms of the organization of work, the brigade contract in construction and the Shchekino method, to draft and implement comprehensive plans of the engineering support of production, to complete the adoption of the comprehensive system of product quality control at sugar refineries and to ensure its effective use as the most important lever in the increase of work efficiency and quality.

The successful accomplishment of the set tasks will depend in many ways on the proper selection and placement of personnel. For their most part the specialists--the chiefs of shops and shifts, the managers of plants and associations of the sugar industry--are conscientious about their work, display initiative and concern about the state and development of the shop, the plant and the industry. They take an active part in the work on the increase of capacities, the introduction of new technology, the improvement of the processing method, the mechanization and automation of processes, the reduction of the production cost and the increase of the profitability of the enterprises.

The Communist Party and the Soviet Government appreciate the labor of the workers of the sugar industry. In accordance with the results of the 10th Five-Year Plan alone 441 workers were awarded orders and medals.

Unfortunately, there are still some managers who from year to year upset the fulfillment of the set plans and seek various reasons to justify their poor work.

It is necessary to rectify things in time, and if this will not help, then to replace such managers with young, rising, industrious personnel.

The 26th party congress evoked enormous creative enthusiasm in the collectives of the enterprises of the RSFSR sugar industry and the resolve to achieve new gains in labor.

The collective of the Meleuz Sugar Refinery, which in accordance with the results of 1980 and the 10th Five-Year Plan as a whole was awarded the Challenge Red Banner of the CPSU Central Committee, the USSR Council of Ministers, the AUCCTU and the Komsomol Central Committee and the memorial badge of the CPSU Central Committee, the USSR Council of Ministers, the AUCCTU and the Komsomol Central Committee "For Great Efficiency and Work Quality During the 10th Five-Year Plan" with enrollment on the All-Union Honor Roll at the Exhibition of USSR National Economic Achievements, came forth as the initiator of the socialist competition--it bound itself to fulfill the annual plan ahead of time and to produce 1,000 tons of sugar in excess of the plan, to decrease the production cost, to increase the beet processing capacities by 270 tons a day, to build 40,000 m² of hard surface yards and a number of other things.

The Collegium of the RSFSR Ministry of the Food Industry approved of the initiative of the collective of the Meleuz Refinery. All the enterprises of Rossakharprom have supported it and, having discussed it at their meetings, adopted the decision to produce in addition to the plan for the year 20,000 tons of granulated sugar and 2,000 tons of refined sugar.

Our task is to head this work, to create the conditions for the fulfillment of the assumed obligations, to give assistance and support daily to progressive undertakings which arise in the collectives, to encourage initiative and the search for reserves for obtaining high quality products.

There is no doubt that the workers of the RSFSR sugar industry will devote all their efforts and knowledge to the successful implementation of the decisions of the 26th CPSU Congress.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

CONSUMER COOPERATIVE ACTIVITY DURING 10TH FIVE-YEAR PLAN

Moscow SOVETSKAYA POTREBITEL'SKAYA KOOPERATSIYA in Russian No 7, Jul 81 pp 51-56

/Article by the Financial and Statistical Administration of the USSR Central Union of Consumers' Cooperatives: "Results of the Activity of Consumer Cooperatives During the 10th Five-Year Plan"/

/Text/ In fulfilling the decisions of the 25th party congress and of the subsequent plena of the CPSU Central Committee and the instructions of General Secretary of the CPSU Central Committee and Chairman of the Presidium of the USSR Supreme Soviet Comrade L. I. Brezhnev, the cooperative workers in 1976-1980 implemented a number of measures aimed at the further development and improvement of the sectors of the consumer cooperatives of the country and at the increase of the efficiency and quality of work. The main economic and financial plans and assignments were fulfilled.

Trade

The Retail Commodity Turnover. During the 10th Five-Year Plan a steady increase of the retail commodity turnover of consumer cooperatives was ensured on the basis of the measures on increasing the material and cultural standard of living of the people, developing agriculture and increasing the production of consumer goods, which were implemented in the country in conformity with the decisions of the 25th CPSU Congress. In the final year of the five-year plan it amounted to 74.5 billion rubles and increased as against 1975 by 22.7 percent. The commodity turnover per person among the population served by consumer cooperatives during this period increased by 24.6 percent as against 14.2 percent for state trade. As a result, the further convergence of the level of the sale of goods per capita in the city and in the countryside was assured.

The five-year plan of the retail commodity turnover (according to the total of the annual plans) was fulfilled ahead of time. Goods worth 2.1 billion rubles were sold in excess of the plan. All the unions of consumer trade cooperatives of the union republics, except Azerbaijan, coped with the fulfillment of the plan.

The increase of the well-being and cultural standard of living of the workers of the village and the change of the social composition of the rural population promoted the improvement of the structure of the commodity turnover of consumer cooperatives and its further convergence with the structure of the commodity turnover of state trade. The sales volume of nonfood consumer items in 5 years increased by 27.5 percent, while the sales volume of foodstuffs increased by 18.7 percent. The proportion

of nonfood consumer items in the total volume of the commodity turnover increased accordingly--from 46.8 percent in 1975 to 48.1 percent in 1980.

Positive changes also occurred in the intragroup structure of the commodity turnover. The proportion of the nutritively more valuable products in the total sales volume of foodstuffs increased. The demand of the population for items of light industry and for many other basic nonfood consumer items was more fully met (Table 1).

Table 1

	Sold in 1980	
	millions of rubles	percent of 1975
Meat and poultry.	1360	125.5
Eggs.	375	130.8
Vegetables.	521	153.1
Fruit	427	131.3
Clothing and underwear.	6751	135.9
Haberdashery articles	1500	140.8
Furniture	1764	127.5
Rugs and carpet items	1178	2-fold
Glassware	328	176.6
China and earthenware	313	143.2
Synthetic detergents.	306	141.8

The proportion of cultural, personal and household goods in the total sales volume of nonfood consumer goods increased from 26.1 percent in 1975 to 28.2 percent in 1980.

The sale of sociopolitical literature, fiction, educational methods and other literature increased. In 1980 publications worth 254 million rubles were disseminated among the rural population, or 30.3 percent more than in 1975.

The data characterizing the development of trade in cultural, personal and household items are cited in Table 2.

Table 2
(sold, thousands)

	1971- 1975	1976- 1980	1976-1980 as a per- centage of 1971-1975
Televisions.	9551	10051	105.2
Radios and radio-phonographs	9758	10610	108.7
Tape recorders	1412	2641	187.1
Cameras.	1451	1961	135.1
Refrigerators.	5872	7969	135.7
Electric vacuum cleaners	1488	2380	159.9
Motorcycles and motor scooters	2284	2707	118.5

The amounts of reserves of construction materials allocated for sale to the rural population increased as compared with the preceding five-year plan: roofing slate by 13 percent, soft roofing by 1.4-fold, cement by 1.5-fold.

The Material and Technical Base of Trade. During the years of the 10th Five-Year Plan the material and technical base of trade was strengthened considerably. The floor space of stores increased by 3.3 million m². This made it possible to increase the provision of the population with floor space per 1,000 inhabitants from 154 to 185 m². Positive qualitative changes are taking place in the development of the trade network: more shopping centers and large department stores are being put into operation.

During the 10th Five-Year Plan the organizations of consumer cooperatives drafted and implemented a goal program of measures on the complete rationalization of co-operative trade. The renovation of the operating trade network, its standardization and specialization, the introduction of modern forms and methods of trade, which are convenient for the population, and of the scientific organization of the labor of workers, the improvement of the practice of supplying stores with goods were carried out on a massive scale during this work. During the years of the five-year plan complete rationalization was carried out at 2,200 rayon cooperative organizations and more than 100,000 stores.

The data characterizing the composition of the retail trade network of consumer co-operatives are cited in Table 3.

Table 3
(at end of year)

	Thousands of units			Average floor space of stores, m ²		
	1975	1980	1980 as a percentage of 1975	1975	1980	1980 as a percentage of 1975
All stores.	305.1	307.0	100.6	58.7	69.3	118.1
Including:						
department stores	4.8	5.1	105.4	378.6	442.7	116.9
specialized stores for trade in individual groups of non-food consumer items	52.5	56.5	107.6	59.5	71.9	120.8
specialized stores for trade in individual groups of foodstuffs.	10.9	15.5	142.4	39.8	45.5	114.3
stores for trade in everyday goods	116.1	105.3	90.8	45.2	52.7	116.6

During the years of the five-year plan 41,500 stores were converted to self-service. By the beginning of 1981 about 220,000 stores, or 71.5 percent of their total number, operated according to this method; the share of self-service stores in the commodity turnover of all stores came to 78.5 percent (at the beginning of the five-year plan these figures were respectively 58.3 and 66.9 percent). The optional services rendered to customers underwent further development. All this made it possible to improve the service of the population, to economize on the time spent by them on purchasing goods and to improve the working conditions of the workers of trade enterprises.

The organizations of consumer cooperatives from year to year have improved the trade service of machine operators, field-crop growers, livestock breeders and other workers of agriculture during the period of the planting and harvesting campaigns directly at their place of work. Such service is rendered by 45,000 stores on wheels and other means of retail delivery trade and 75,000 enterprises of the small-scale retail trade network and public dining.

Work was carried out on the strengthening of the material and technical base of wholesale trade. During the years of the 10th Five-Year Plan the increase of the area of general merchandise warehouses came to 1.6 million m². The construction of large bases and warehouses increased, the practice of supplying the retail trade network with goods was improved.

The direct contractual ties of consumer cooperatives with industry were expanded for the improvement of the supply of stores with goods. The amounts of the centralized delivery of goods increased. The turnover rate of goods during the years of the five-year plan was sped up by 12 days.

The technical equipment of trade enterprises increased. During the years of the five-year plan an additional 62,700 units of refrigeration equipment, 8,500 units of materials-handling equipment and 13,400 cash registers were installed at co-operative stores.

At the same time in a large number of places the level of trade service does not meet the demands being made. In some regions of the country, especially in the Nonchernozem Zone of the RSFSR, in regions of Siberia and the Far East, in the Kazakh SSR and the republics of Transcaucasia, the supply of the rural population with a trade network is inadequate. A shortage of warehouse floor space is being felt. The overall level of mechanization in trade still remains low.

Public Dining

Public dining is being developed in the direction of the increase of the output of products of its own making, the expansion and strengthening of the material and technical base, the increase of the quality of operation of the enterprises and the level of consumer service.

The retail commodity turnover of public dining during the years of the five-year plan increased by 19.3 percent, the sale of products of its own making increased by 30.9 percent. Their proportion in the total turnover of public dining increased from 53.1 to 56.0 percent. The structure of the commodity turnover of public dining improved.

During 1976-1980 the output and sale of convenience foods, delicatessen, confectionary and rich baked goods and nonalcoholic beverages increased (Table 4).

In all 4.7 billion rubles of these products were produced. They are sold by 5,500 delicatessen stores and departments and 1,500 cafeterias. During the years of the 10th Five-Year Plan alone 942 delicatessen stores, 208 delicatessen departments and 534 cafeterias were opened.

Table 4

	Produced and sold		
	1975	1980	1980 as a percentage of 1975
Convenience foods, millions of rubles.	107.8	167.3	155.2
Delicatessen items, millions of rubles	426.0	574.2	134.8
Confectionary and rich baked goods, thousands of tons	208.9	311.9	149.3
Nonalcoholic beverages, thousands of docaliters. . .	5087.4	7573.9	148.9

The centralization of the output of products both for selling to the population and for the supply of enterprises which carried out further preparation was an important direction in the development of public dining and the increase of the efficiency of the sector. For these purposes during the 5-year period 506 specialized shops and 105 enterprises for intermediate products were opened.

The network of public dining enterprises increased by nearly 1 million seats. Its structure and qualitative composition changed. The provision of the population served by consumer cooperatives with a network of public dining enterprises per 1,000 inhabitants increased from 17 to 22 seats. The number of dining rooms and snack bars at general educational schools, vocational and technical schools, tekhnikums and production enterprises increased considerably.

Along with new construction the complete rationalization of the operating network was carried out. During the years of the five-year plan more than 5,000 enterprises were perfected. An additional 216,000 units of heating, refrigeration and mechanical equipment were installed.

Procurements of Agricultural Products and Raw Materials

State Purchases. During the 10th Five-Year Plan the consumer cooperatives ensured the fulfillment of the state plans of purchases of the main types of products of plant growing and animal husbandry. The average annual amounts of procurements of agricultural products and raw materials are characterized by the following data (Table 5):

Table 5

	Average annual amounts of purchases		
	1971-1980	1976-1980	1976-1980 as a percentage of 1971-1975
Potatoes, thousands of tons.	6337	7598	119.9
Vegetables, thousands of tons.	4578	5816	127.1
Fruit, thousands of tons	778	1037	133.3
Melon crops, thousands of tons	1203	1378	114.6
Grapes, thousands of tons.	34	51	147.3
Eggs, millions	11064	7831	70.8
Wool, thousands of tons.	458	441	96.2
Large hides, thousands	6801	8094	119.0
Small hides, thousands	35787	32172	89.9
Pigskins, thousands.	4126	3837	93.0

At the same time the fulfillment of the five-year plans of purchases of melon crops, small hides, as well as rags and bones was not assured.

An advanced technology of storing potatoes, vegetables and fruit was introduced for the purpose of increasing the economic efficiency of procurements. However, a considerable amount of fruit and vegetables is still being placed in storehouses which are not equipped with systems of forced ventilation and artificial cooling, which is leading to considerable losses.

Wild Produce and Commercial Medicinal Raw Materials. During the 10th Five-Year Plan steps were taken to improve the organization of procurements of these products. The five-year plans were exceeded and the amounts of procurements of wild fruit and berries, honey and commercial medicinal raw materials increased. The average annual amounts of procurements of wild produce were (Table 6):

Table 6
(thousands of tons)

	Average annual amounts of procurements		
	1971-1975	1976-1980	1976-1980 as a percentage of 1971-1975
Wild fruit and berries.	58.6	74.1	126.3
Cranberries and mountain cranberries. . . .	13.3	5.3	39.5
Fresh mushrooms, dried, pickled and marinated mushrooms in terms of fresh mushrooms	18.4	16.8	91.4
Honey	17.2	19.9	111.3
Commercial medicinal raw materials.	13.3	14.1	105.6

At the same time there are substantial shortcomings in the organization of the procurements of wild produce. The available resources in the regions of Siberia, the Far East and the republics of Central Asia, where the material and technical base of procurements is being inadequately developed, are being poorly assimilated. The five-year plans of purchases of cranberries and mountain cranberries and of mushrooms were not fulfilled. The amounts of their procurements as compared with the preceding five-year plan decreased.

Purchases of Agricultural Products at Negotiated Prices. The consumer cooperatives performed some work on the improvement of the organization and the increase of the amounts of purchases of agricultural products from the population and kolkhozes. The turnover on their purchases during the years of the five-year plan was more than 14 billion rubles and increased as compared with the Ninth Five-Year Plan by 40 percent.

The purchases of the main types of agricultural products during the 10th Five-Year Plan as compared with the Ninth Five-Year Plan are characterized by the following data (Table 7).

The five-year plans of the purchases of the main types of products, except for milk and eggs, were fulfilled.

Table 7
(thousands of tons)

	1971- 1975	1976- 1980	1976-1980 as a per- centage of 1971-1975
Meat products.	2222	3210	144.5
Milk and dairy products.	266	232	87.0
Eggs, millions	3657	3681	100.7
Potatoes	—	1345	—
Vegetables	1550	1796	115.9
Fruit.	1072	1227	114.4
Dried fruit.	223	250	112.2
Honey.	94	147	156.9

Last year the turnover on the sale of agricultural products purchased from the population at negotiated prices was 1.9 billion rubles as against 1.4 billion rubles in 1975. The five-year plan was exceeded.

In 1980 247,900 tons of meat (48.7 percent more than in 1975), 50,600 tons of sausage (2.8-fold more), 589 tons of animal oil (1.6-fold more) and other products were sold to the population of cities and workers' settlements.

The floor space of stores for the sale of agricultural products increased by 131,000 m², or 31.9 percent.

However, trade in agricultural products is developing slowly. The volume of the turnover during the years of the five-year plan increased by only 3.7 percent (in comparable prices).

Production

The production activity of consumer cooperatives, which plays an important role as an additional source of commodity stocks, was developed successfully during the 10th Five-Year Plan.

The increase of the sales volume of industrial products is characterized by the following data (Table 8).

Table 8
(millions of rubles, in wholesale prices of enterprises, which were used in the plan)

	1971- 1975	1976- 1980	1976-1980 as a per- centage of 1971-1975
Sales volume of products for all sectors of production.	4819	5995	127.4
Including:			
food products (excluding products of baking enterprises).	1832	2442	143.4
products of baking enterprises	2124	2529	115.5
nonfood consumer products.	863	1024	123.5

All the unions of consumer trade cooperatives of the union republics ensured the fulfillment of the five-year plan on the sales volume of industrial products.

During the final year of the five-year plan the baking of bread and baked goods came to 12 million tons. More items made from commercial flour began to be produced, the assortment of products improved. The production of baked goods, rich pastry and ring-shaped rolls during the 5-year period increased by 24.9 percent. Their proportion in the total baking of bread increased to 10.9 percent. The assignment on the saving of grain resources was fulfilled.

The level of mechanization of production processes increased. The output of products according to advanced flow charts last year was 3.2 million tons. As compared with 1975 the volumes of the bulk shipment of flour increased 6.2-fold, the volumes of the processing of whey increased 1.9-fold.

The increase of the production volumes of the main types of foodstuffs is characterized by the following data (Table 9):

Table 9

	1975	1980	1980 as a percentage of 1975
Canned goods, millions of standard cans.	1359.8	1449.3	107.6
Sausage and smoked foods, thousands of tons. . .	103.6	146	141.2
Confectionary items, thousands of tons	60.5	92.2	152.3
Nonalcoholic beverages, millions of dcaliters .	55.1	62.5	113.5
Beer, millions of dcaliters	20.6	23.3	113.3
Grape, fruit and berry wines, millions of dcaliters	27.1	35.3	130.5

The five-year plans of the output of the main types of products, except beer, dried vegetables and potatoes, were fulfilled.

The development of the food industry was carried out by means of the renovation of operating enterprises and shops and the construction of new ones, the further mechanization of basic and auxiliary processes, the improvement of the quality and the enlargement of the assortment of products being produced. In 5 years the capacities of enterprises for the production of confectionary items increased 1.6-fold, sausages--27 percent, beer and wine--25 percent. Various technological equipment worth more than 47 million rubles was installed.

During the final year of the five-year plan the production volume of nonfood consumer goods was 346.5 million rubles and increased as against 1975 by 19.5 percent, including garments--210.9 million rubles (an increase of 23.1 percent) and cultural, personal and household goods--63.7 million rubles (40.6 percent).

However, it should be noted that there are great untapped reserves in this matter. The boards of a number of republic, kray and oblast unions of consumer trade cooperatives are not dealing with questions of the organization of the production of nonfood consumer goods.

During the years of the 10th Five-Year Plan trade and technological equipment worth 600 million rubles was produced at the consumer cooperatives' own enterprises. Last year the production volume of equipment increased nearly 1.5-fold as against 1975.

Work on the introduction of a comprehensive system of product quality control was performed in all the sectors of cooperative industry.

The Fattening of Animals and the Raising of Poultry. The number of fattening yards increased by 2,700 units and is now about 7,000. At the beginning of this year the number of hogs, cattle, sheep and goats exceeded 500,000, while the number of fowl exceeded 1.4 million. During the years of the 10th Five-Year Plan 391,000 tons of meat (in live weight), or 2.4-fold more than during the preceding five-year plan, were obtained due to fattening.

Capital Construction

The plan of capital construction with respect to the main indicators was fulfilled. During 1976-1980 fixed capital worth 4.9 billion rubles was put into operation, the amount of capital investments was 5.0 billion rubles, including construction and installation work worth 2.9 billion rubles.

As compared with the Ninth Five-Year Plan the amounts of capital investments increased by 20.4 percent. Moreover, the investments in the development of the material and technical base of trade, industry and the construction industry increased more rapidly.

In 5 years a considerable number of enterprises were built, renovated and put into operation (Table 10):

Table 10

	1976-1980
Stores, floor space, thousands of m ²	3417.3
Public dining enterprises, thousands of seats	236.9
Wholesale trade enterprises, warehouse area, thousands of m ²	2565.5
Storehouses for potatoes, vegetables and fruit, capacity, thousands of tons.	566.2
Baking enterprises, capacity, thousands of tons a day	11.3

Particular attention was devoted to the development of the material and technical base of the unions of consumer trade cooperatives of the Nonchernozem Zone of the RSFSR.

During the 10th Five-Year Plan about 35 percent of the total amount of capital investments was allocated for the retooling and renovation of operating enterprises.

The objects of new construction changed qualitatively. First of all large modern enterprises of trade, public dining, production and procurement were built. New standard designs of enterprises were developed by the design organizations of the consumer cooperatives.

However, serious shortcomings exist in capital construction. The level of unfinished construction is significant, the production base of its own construction organizations is inadequately developed, the brigade contract method is being adopted slowly.

Financial Situation

In fulfilling the decisions of the 25th CPSU Congress, the cooperative organizations during the 10th Five-Year Plan implemented a number of measures on the tightening up of the policy of economy and thrift, the more complete utilization of the available reserves, the reduction of nonproductive expenditures and losses from mismanagement, the increase of the efficiency and quality of work. As a result the fulfillment of the financial plans and assignments was assured.

During 1976-1980 a profit of 8.7 billion rubles, or 7.2 percent more than during the Ninth Five-Year Plan, was obtained. The actual profit for all sectors of activity during 1980 was 1,981,600,000 rubles and increased by 22.1 percent as against 1975.

The plan of the profit was fulfilled annually, an above-plan profit of 302 million rubles was obtained in 5 years.

The obtained profit and the collected shares made it possible to increase the internal capital as compared with that available at the beginning of the five-year plan by 33.1 percent. On 1 January 1981 it came to 18.2 billion rubles. The internal working capital and the capital equated with it in 5 years increased by 2.2 billion rubles, or 42.1 percent, and at the beginning of this year came to 7.3 billion rubles.

A saving of marketing and production costs as compared with the plan in trade, procurement, public dining and bread baking in the amount of more than 500 million rubles was achieved during the years of the five-year plan. Cooperative organizations and enterprises did considerable work on the search for and use of internal reserves and the reduction of nonproductive expenditures and losses. The absolute amount of losses of goods in excess of the norms of the natural losses and of the losses for packaging in 1980 as compared with 1975 decreased by nearly 22 million rubles, or more than 38.5 percent.

The mobilization of financial resources made it possible during the 10th Five-Year Plan to allocate 4.9 billion rubles for the development of the material and technical base of the sectors of activity of consumer cooperatives. The amount of fixed capital as compared with 1975 increased by 3.9 billion rubles and on 1 January 1981 came to 15.1 billion rubles.

At the same time significant shortcomings and considerable untapped reserves existed in the financial activity of cooperative organizations. The losses from the damage of goods and packaging are still large. Some unions of consumer trade cooperatives continue to allow considerable amounts of arrears on loans to Gosbank and suppliers and annually incur large losses from the payment of higher interest to the bank for credits on stocks of unsaleable and old goods.

Labor Productivity

During the 10th Five-Year Plan some work was done on the retooling of the cooperative sector, the consolidation of cooperative organizations and enterprises by the merging of smaller ones, the improvement of the structure of management and the economic stimulation of workers and the use of standards for labor.

The implemented measures ensured an increase of labor productivity in trade by 16.3 percent; in public dining by 9.8 percent, including 18.4 percent in the output of products of their own making; in cooperative industry by 20.8 percent, including 15.2 percent in bread baking; in construction by 15.6 percent.

By means of the increase of labor productivity 73.1 percent of the increase of the retail commodity turnover, 54.5 percent of the increase of the retail turnover and 68.3 percent of the increase of the products of public dining's own making, 93.4 percent of the increase of the industrial production volume, including 84.8 percent of the increase of the products of bread baking, and 97.5 percent of the increase of the amount of construction and installation work were obtained.

Personnel

At the beginning of 1981 3,188,300 people worked in consumer cooperatives, including 1,529,500 in trade, 464,700 in public dining, 113,100 in procurement, 432,900 in industry and 648,100 in other sectors of activity.

During the years of the 10th Five-Year Plan the qualitative composition and placement of cooperative personnel improved, their business skills increased. On 1 January 1981 95.4 percent of the chairmen of the boards of rayon unions of consumer trade cooperatives and rayon consumer societies, 91.1 percent of their deputies and 80.1 percent of the chief accountants, 90.9 percent of the merchandising specialists and 88.9 percent of the economists had a higher and secondary specialized education. About 90 percent of the workers with material responsibility has a higher and secondary specialized education or specialized vocational training as against 73.5 percent at the beginning of the five-year plan.

The number of specialists with a higher and secondary specialized education in all the sectors of activity during the years of the five-year plan increased by 28.9 percent and on 1 January 1981 came to 641,600 (20.7 percent of the total number of workers).

About 66 percent of all the workers in consumer cooperatives are women, more than 30 percent are young people up to the age of 30.

During the years of the five-year plan much work was done on the training and improvement of the skills of personnel. The data characterizing the training of specialists and personnel of the mass occupations are cited in Table 11.

The Gomel' and Belgorod cooperative institutes, 3 cooperative tekhnikums and 12 vocational and technical schools were opened during the 10th Five-Year Plan.

Table 11
(thousands of people)

	1971- 1975	1976- 1980
Graduation of specialists with a higher and secondary specialized education:		
by higher educational institutions of the USSR Central Union of Consumers' Cooperatives.	29.0	32.0
by cooperative tekhnikums	244.2	274.3
Workers of mass occupations (salespeople, cooks, bakers, purchasing agents and other categories of workers) trained by all forms of education	869.1	850.5

The 26th CPSU Congress set the task to promote in every possible way the further development of consumer cooperatives, the increase of their economic initiative and activeness in the improvement of trade service and public dining in rural areas and the increase of raw material and food resources.

The workers and members of consumer cooperatives, like all the Soviet people, with enormous enthusiasm have begun the implementation of the decisions of the 26th party congress; they are directing all their efforts and energy toward the further development of the economy and the increase of the well-being of the Soviet people.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

PLANNING, ORGANIZATION OF PRODUCTION OF CONSUMER GOODS

Moscow PLANOVOYE KHOZYAYSTVO in Russian No 7, Jul 81 pp 72-77

[Article by S. Divilov, Baku: "Indicators for Planning and Organization of Consumer Goods Production"]

[Text] The Guidelines for USSR Economic and Social Development for 1981-1985 and the Period Ending in 1990 cover a major problem of the forthcoming decade: establishing conditions to more fully meet the demand for high quality and varied food, industrial goods and cultural, personal and domestic items.

At present, the questions of working out balances and plans for production and distribution of cultural, personal and household goods are not clearly understood nor resolved. Apparently, this stems from the fact that these goods are produced by enterprises in many sectors and their assortment is large and expanding annually. Also, an extremely insignificant assortment is centrally planned for production and demand is poorly studied. Accordingly, great difficulties arise in meeting demand for these goods.

Meanwhile, the Guidelines call for at least a 1.4-fold increase in output of goods for cultural, personal and household use in the 11th Five-Year Plan, i.e. considerably far ahead of the increase in industrial production as a whole for the country (26-28 percent), including of consumer goods (27-29 percent). In addition to updating the variety and improving the quality and consumer and esthetic properties, the goal is to expand production of household items, domestic chemicals, sanitary engineering items, metal and wood working and garden tools, goods for small-scale mechanization for agricultural work, and goods for artistic and technical creativity, sports and tourism. Many industrial sectors and subsectors are being enlisted to carry out this program, and for the first time, specific quotas for production volume for the new five-year plan have been established for them.

Production of goods for cultural, personal and household use is increasing at a high rate. Last year, about 27.6 billion rubles worth of them (in enterprise wholesale prices) were produced.

The percentage of these goods in the country's total trade turnover is substantial, is increasing systematically and was about 16.4 percent in the plan for 1981; however, the demand for them is not being met. At the last wholesale trade fair, in forming the plan for the current year for certain groups of products (electrical appliances, paint, varnish, domestic chemical products and others), the trade

organizations ordered 10 billion rubles worth, but the industry accepted only 7 billion rubles worth for production. Thus, the gap between demand and production for just this group of goods was 3 billion rubles, or 30 percent.

The introduction of the achievements of science and technology into everyday life has required sharp improvement in quality and systematic updating and increase in the variety of cultural, personal and household goods produced, and complication of their designs, while expanding demand has required an increase in output. The lack of the necessary coordination in solving the complex of problems arising everyday has led to an increase in the gap between demand and production of these goods and has required a centralized solution to this problem.

In recent years, the government has made a number of decisions on putting in order the planning, supply and provisioning of the population with these goods. In particular, the responsibility for working out the balances and plans for production and supply of the population with certain cultural, personal and household goods has been given to the individual ministries, departments and councils of ministers of the union republics; the product assortment of centrally planned goods has been expanded; procedures have been established for coordination between production and trade organizations on production volume specifically by items; procedures have been established for furnishing the physical resources for production of certain goods and others.

Implementation of these measures has made it possible to improve somewhat the supply of the population with many cultural, personal and household goods. However, the list of these goods is not very long. In the plan for economic and social development, assignment is specified for production of about 40 types of them (by products list group), and by the USSR Gosplan--100. A quota for 200 types in estimated fashion is submitted to USSR Gosplan for substantiation. In the process, it is kept in mind that subsequently they will be established by the ministries, departments and councils of ministers of the union republics. Thus, production of 340-350 types of goods in all from the large list of them is centrally planned. Production of the remaining items is planned by the ministries, departments, enterprises and executive committees of local soviets themselves as a function of the advantageousness of manufacture (profitability), raw materials and in some cases the demand of the local trade organizations. This, apparently, has led to the removal from production of many items needed by the population in especially high demand that are inexpensive (and therefore of little advantage for the producer) or a sharp reduction in their production (hinges, metal angles and latches, mastic for floors, kerosene stoves, glass for kerosene lamps and others).

There has also been a decline in the production of, for example, inexpensive types of soap, simple mops and knobs in sets (2, 3 and 4 pieces of different colors). In exchange, expensive domestic and household wares have emerged detrimental to the production of the inexpensive, but necessary to the population. Output of them increased especially in the years of the 10th Five-Year Plan. Under the conditions when in the plan, the total volume of these goods is approved in value terms--in retail prices, and only a small part of their value is interpreted in physical terms, a situation has been created that allows individual managers to fulfill the plan not through ensuring production of the entire assortment of goods needed by the population, but just individual types of them that are expensive. In essence, the introduction into planning (and reporting) of retail prices for many consumer goods has led to infringement of the interests of the population.

The change to normative net production, which does not contain the value of raw and other materials consumed, eliminates the difference in advantages of individual items. An experiment conducted in enterprises in the Azerbaijan SSR shows that preferential production of inexpensive, but labor-intensive, goods in high demand improves the end indicators of operation of the enterprise. But in the process, the profit on the inexpensive goods should be more properly defined so that their share in normative net production is not lower than that for other goods.

At the same time, in evaluating fulfillment of the plan for products sold, a switch from retail to wholesale prices for consumer goods has to be made.

Solving the problem of meeting demand for cultural, personal and household goods, in our view, has a number of aspects. Thus, in planning production of these goods, use can be made of the complex balance method for studying and determining demand and for distributing and supplying physical resources. For this, by decision of the union government (or on its behalf by the USSR Gosplan, USSR Gossnab and USSR Ministry of Trade) responsibility for production of them has to be assigned to the specific producers--the USSR ministries and departments and the councils of ministers of the union republics who are responsible for studying demand, development of balances and plans for production and distribution, conducting engineering policy in the direction of achieving qualitative and technological parameters, improving the external appearance of each product and their correspondence to the modern requirements of science, technology and consumer tastes.

The USSR sector ministries have to achieve production of all the complex machines and items required for their own manufacture of special equipment, cooperating with another enterprise, delivery of a large number of purchasing goods, etc., while the councils of ministers of the union republics--the remaining goods with a relatively uncomplicated technology of production, manufacturable from local raw materials and by-products.

Some goods can be produced simultaneously in several union republics, and in a number of cases even by all the republics. In the process, distributed among them are regions for supplying cultural, personal and household goods, and questions of conducting engineering policy on a specific type of product are best assigned to the council of ministers of the union republic that predominates in production or has the most experience in manufacture of it.

Based on these principles for organizing the work on meeting popular demand for cultural, personal and household goods, the existing procedure for approving plans to produce and distribute them has to be refined.

Production plans are approved by the USSR Council of Ministers--for the leading USSR ministries and departments and the councils of ministers of the union republics in value and physical terms, and for the interested USSR ministries and departments, the total volume of their production (in value terms) is established; and by the USSR Gosplan --for the major types of products (with regard to the established products list group). The leading organizations in coordination with consumers approve the plan quota for all types of goods. Responsibility for material supply, conclusion of contracts and distribution of these goods by consumers, from our point of view, should be assigned to the USSR Gossnab and USSR Ministry of Trade, and for the remaining goods--to the territorial agencies of the USSR Gossnab and ministries of trade of the union republics.

This procedure would make it possible on a firmer basis to solve the problems of meeting popular demand for cultural, personal and household goods.

Another aspect in solving the problem in question is increasing the quantity of cultural, personal and household goods through drawing enterprises of other sectors, primarily heavy industry, into production of them along with specialized enterprises. In the Azerbaijan SSR, about 40 enterprises of industry, mainly the sector of machine building and metal working, have been drawn into the production of these goods. Through savings on raw and other materials and making use of their own by-products and additionally allocated resources, they are producing goods valued at about 40 million rubles (hardware and locks, garden tools, mail and package boxes, iron and steel stoves, breadboxes, sugar tongs and nutcrackers, lamps, kitchen boards, bathroom fixtures, racks and others). But the percentage of these products in the republic's total production of cultural, personal and household items is not very high, about four percent in 1980.

Almost all nonspecialized enterprises are capable of manufacturing relatively uncomplicated high demand items that are extremely necessary to the population through better loading of equipment, savings on raw and other materials and making use of production by-products. However, the organization of production of them requires much initiative and energy. For this, a separate section or shop has to be set up, personnel and products list selected, equipment manufactured, wholesale and retail prices approved, production volumes coordinated, additional physical resources and packing materials obtained, a wholesale consumer found, etc. The complexity of solving these problems prevents directors of some enterprises from arranging for production of these goods. For example, in the Azerbaijan SSR, there is almost no production of them by industrial enterprises of the maritime fleet, railroads, ferrous metallurgy, automobile industry and others.

Expanding manufacture of these goods is not facilitated by the procedure established by some USSR ministries of bringing to their enterprises (nonspecialized) quotas for production of cultural, personal and household items in value terms. In the process, an enterprise is charged with coordinating the products list for their manufacture locally with trade organizations, without allocation of the physical resources for its production.

The proposed procedure of comprehensive planning for production and distribution of cultural, personal and household goods makes it possible to easily solve the problems of drawing nonspecialized enterprises into production of them. The councils of ministers of the union republics, in preparing the draft plan for the next year, define the demand for a given product and draw into its manufacture the enterprises in the republic's territory irrespective of departmental subordination. With this approach, the additional load of the enlisted enterprises will be performed by republic agencies without detriment to their fulfilling the main program.

When the council of ministers of a union republic submits the draft plan for the next year and for the long term to the USSR Gosplan, there should be indicated in it the production of cultural, personal and household goods in the overall volume and with a detailed breakdown by local nonspecialized enterprises of union subordination drawn into production of these goods.

After acceptance of the draft plan for production of goods in high demand, the republic has to allocate the appropriate physical resources, which will be distributed among the enterprises producing these goods. Thus, the possibility will emerge for drawing into production of them all the enterprises in the republic's territory, and they will have a guaranteed supply of physical resources, a specific products list of items and a definite wholesale consumer for their products. A relatively constant products list will allow these enterprises to set up special shops to manufacture these goods and raise the profitability of production.

In connection with this, it is advisable, in our view, to entrust to the councils of ministers of the union republics, based on available production capabilities, without detriment to fulfillment of the main program, the task of drawing into production of cultural, personal and household goods the nonspecialized industrial enterprises in the republic's territory irrespective of departmental subordination, and to the USSR Gosplan and Gossnab the task of allocating to the republics to the extent possible the required physical resources for production of these goods.

The third aspect of solving the problem of meeting popular demand for cultural and domestic goods is finding ways for production and utilization of cultural, personal and household goods that fully meet the requirements of the 26th CPSU Congress on the introduction of progressive technology, raising quality and saving of materials on a new technical basis. Naturally, the search for capabilities should be conducted not only in the productive, but also in the social sphere.

Living conditions have improved substantially in recent years. Every family now has several domestic machines equipped with four to five or more electric motors and instruments of automation. However, they are utilized extremely inefficiently and operate essentially for several hours per week. Under these conditions, it seems advisable to switch to the rental method, i.e. to allocate in each apartment building a room for laundry and storage of washing machines, vacuum cleaners, floor polishers and others, where each family will be able to use the domestic appliances on a coordinated schedule for a small fee. This service could be operated by the consumer or municipal services enterprises.

It is also inefficient to have a refrigerator in an apartment. It would be far more efficient to have in each apartment building one or more compressor units (as a function of building size), and built-in lockers supplied with cold air from a centralized point in the apartments. Calculations show that about 4 to 5 kilocalories are generated per 1 kg of mass of a domestic refrigerating unit, but no less than 15 kilocalories in major commercial units. In the process, specific refrigeration output (generation of cold per 1 watt-hour) of the latter exceeds the indicator of the former almost 1.5-fold. Or another example. The design of a television set is identical irrespective of where it is used. But specialists have proven that a television set installed in relative proximity to the transmitting station can be manufactured with different and simpler circuitry that requires less material and labor, and the cost of it would decline considerably. It is well known that there are receiving-transmitting television stations in Moscow, the union republic capitals and in many major cities where a substantial part of the country's population lives (more than 27 million, or 10 percent of the USSR population, including 16 percent of the urban, live just in Moscow, Leningrad and the union republic capitals). Consequently, development of a standard television receiver for major cities would

allow substantial savings of physical resources and reducing the labor to manufacture them. Of course, in the process, high quality of the television receivers must be achieved.

Thus, introduction of the group method of using domestic machines and changing the design of television receivers and other instruments would make it possible to save a large quantity of metal, polystyrene, cable, instruments and other materials and electricity; to reduce labor for manufacturing them; to reduce expenses for buying and maintaining them; to substantially free apartment space from storage and provide professional maintenance for domestic appliances. In addition, in switching to group use, demand for them is considerably reduced. Implementation of these suggestions would make it possible in the released production areas of the plants that had earlier produced these domestic appliances to organize production from these materials of other goods necessary to the national economy and population, and, which is no less important, save capital investment and time.

Our actuality confirms the reality of the new directions in this question. For example, a new large-capacity refrigerator for centralized service has been developed. Specialists at the Yerevan Polytechnical Institute have designed for the Yerevan Vitamin Preparation Plant an industrial refrigeration supply unit capable of distant transmission of refrigeration and operating on just about the same principle used in domestic refrigerators. Institute scientists have also found use for the heat given off in producing refrigeration. Special devices have begun collecting the heat to heat water. The decision has been made to erect in Yerevan a residential microregion with year-round centralized heat and refrigeration supply of the rooms. Under the architects' concept, the future inhabitants of the microregion will not need individual refrigerators, since lockers connected to the centralized refrigeration supply system will be built into the walls of the new apartments.

The solution to these problems will promote steady growth in the material and cultural standard of living for the people.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

WHOLESALE, RETAIL TRADE MUST UNITE EFFORTS TO IMPROVE CONSUMER SERVICES

Moscow SOVETSKAYA TORGOVLYA in Russian No 7, Jul 81 pp 31-34

[Article by O. Zaytseva and O. Selezneva, research associates at the Novosibirsk Institute of Soviet Cooperative Trade (Novosibirsk): "The Quality of Service Is an Intersectorial Problem"]

[Text] The system of estimated indicators in trade, just as in other branches of the national economy, should urge each enterprise to heighten the effectiveness and improve the quality of work. The Basic Guidelines for the Economic and Social Development of the USSR During 1981-1985 and During the Period up to 1990 envisage the thorough development of progressive forms of trade and improvement in the work schedule of enterprises so that conditions will be as convenient as possible for the working public. In the final analysis, this will mean services of high quality for the population.

Under the present conditions of economic management, the quality of service is an important trade indicator, reflecting the social side of branch efficiency. The improvement of trade services will not only promote the quicker sale of the social product, but will also reduce the shopping time of the population, will simplify everyday chores, will reduce the differences in supply and demand in urban and rural areas and in central and outlying districts and will thereby give the entire population equal opportunities in everyday life.

The multifaceted nature of consumer service requirements is the reason for the complex meaning of the term "quality of service" and the need to use a system of indicators covering all branch levels when this subject is investigated in depth.

The comprehensive system of trade quality control that is now being used by the majority of trade organizations can regulate the quality of operations during all stages of the circulation process and unite, in a single mechanism, a system for the regulation of shipments of goods from wholesale bases and a system of operational quality control in stores.

But these regulating systems do not help in setting production-related quality parameters. A high level of trade service can only be attained through close interaction by all links of trade and the close observance of requirements by all industrial enterprises producing consumer goods.

The quality of trade service is an intersectorial problem, connected with industry, trade and transport. It can be solved successfully through the united efforts of all partners to ensure the high quality of goods and service on the basis of long-term contacts.

It is during the production stage that the probable level of trade service is first established. It depends on the quality of product manufacture, the degree to which commodities are ready to use, the regularity of deliveries and so forth. Production is the initial stage in the development of each process and phenomenon in the circulation sphere, including the quality of service. In this connection, the united efforts of industry and wholesale and retail trade to provide the population with a varied and stable assortment of high-quality goods in accordance with public demand should be comprehensively assessed.

Wholesale trade has a substantial and multifaceted effect on the quality of service. The Basic Guidelines for the Economic and Social Development of the USSR During 1981-1985 and During the Period up to 1990 quite definitely state: "Wholesale bases must take greater responsibility for the uninterrupted delivery of goods to stores in the necessary assortment, and stores must ensure that the proper assortment is being offered for sale at all times."

In our opinion, the wholesale link's influence on the quality of trade service signifies primarily that it should do the following:

Keep goods of poor quality and commodities for which there is no demand out of the trade network;

Prepare the trade assortment--that is, prepare commercial stocks by carefully sorting, wrapping and assembling items; constantly renew and expand the assortment;

Accelerate the circulation of goods in order to preserve their quality and prevent manufactured goods from becoming worn or obsolete;

Arrange for accurate and regular deliveries to retail trade enterprises, and so forth.

The principle of the coordinated circulation of goods in industry and wholesale and retail trade is still not being reflected in quality control systems. Nevertheless, the continuous satisfaction of consumer demand and the continuity of the reproduction process depend largely on regular shipments to the retail network.

The establishment of regular shipments, synchronized with consumption, begins in industry. A well-organized system for the loading and shipment of products of industrial enterprises on schedule and in the specified assortment is an essential condition for the guaranteed stability of consumption and the elevation of service standards.

Fluctuations in the receipt and sale of goods are not analyzed regularly at all levels or enterprises. This makes it difficult to determine the causes of interruptions in the sale of various industrial commodities and complicates quality control during all stages of the circulation process. This is why regular shipments

and sales must be researched from the standpoint of their unity and interdependence. We analyzed fluctuations in the receipt and sale of goods, using the findings of a 1979 USSR TsSU [Central Statistical Administration] sample study of the work of self-service stores and the intraorganizational stores of industrial ministries. We were directly involved in the processing of this information.

The information derived from this study made it possible to compare data on receipts and sales of goods in non-grocery stores in various fields of specialization in the country's eastern regions with data for the USSR as a whole. For the purpose of more thorough analysis, we examined 10-day patterns in the regularity of shipments and commodity turnover during the third quarter of 1979.

The results of the analysis helped us to find significant reserves for the improvement of trade services by heightening the regularity of shipments from industry and from wholesale trade to the retail network.

As yet, the regularity of commodity deliveries to retail enterprises is not stable enough on the nationwide level. Around 30 percent of all commodities reach the trade network at the wrong time, without any coordination with the intensity and fluctuations of consumer demand. Shipments of radio equipment to specialized stores are the most regular ($C_r^* = 82.8$ percent), while clothing ($C_r =$ around 60 percent) and footwear ($C_r = 67.9$ percent) deliveries to stores are not regular enough.

Sales of goods to the population at retail trade enterprises are more regular than their deliveries. This is achieved through the accumulation of commodity stocks to guarantee the uninterrupted satisfaction of consumer demand and to compensate for fluctuations in delivery schedules.

Receipts and sales of goods in the retail network in the eastern regions (Siberia and the Far East) are similar to nationwide patterns. They are, however, affected by the regional peculiarities of production distribution and circulation, which have brought about certain changes in the relationship between wholesale trade and industry as supply sources in comparison to central and western regions. Whereas one-third of the unionwide retail commodity turnover of department stores and specialized stores comes directly from industrial enterprises and two-thirds from wholesale trade, in Siberia and the Far East the functional role of wholesale trade is much more important: The retail network receives more than 80 percent of its commodities from wholesale bases.

The wholesale network in the nation's eastern regions has coped with its functions in general, organizing the more accurate and regular shipment of goods (a C_r of 75 percent, as opposed to the union average of 69 percent), with the exception of footwear and clothing. Some of the reasons for irregular deliveries of clothing, footwear and some other commodities are production irregularities, violations of shipping schedules and other violations of delivery contract terms. Wholesale bases must keep a broad, constantly changing variety of commodities in their warehouses for regular service of the retail network.

There are more violations of scheduled deliveries to the retail network in the nation's eastern regions because production enterprises are located so far away

* C_r = coefficient of regularity.

(C_r = 67 percent, or 12 percent below the union average). Shipments of clothing and radio equipment are most frequently late (in 30 out of 100 cases for clothing and in 45 out of 100 for radio equipment).

The advantages of direct contacts between industrial enterprises and trade are not being used sufficiently. An essential condition for their effective use is the observance of contract terms regarding delivery schedules and aspects of product assortment--styles, age groups, quality categories, sizes, colors, etc.

The results of the study indicated that product assortment terms are often violated even when the general terms of contracts are observed. A study of the experience in direct contract relations in 80 shoe stores indicated significant differences in degrees of contract fulfillment in terms of the number of pairs and the types, sizes and styles of footwear. In the third quarter of 1979, for example, these enterprises received more than 100 percent of the planned shipments of leather footwear, but only 92 percent could be included in contract fulfillment quotas because some items were of poor quality and others did not meet specified requirements.

The same problem is found in supplies of fabrics and sewn and knitted items. Deliveries of woolen dress fabrics to 20 stores were equivalent to 110 percent of the plan in terms of the number of meters, but only 84 percent met contract requirements.

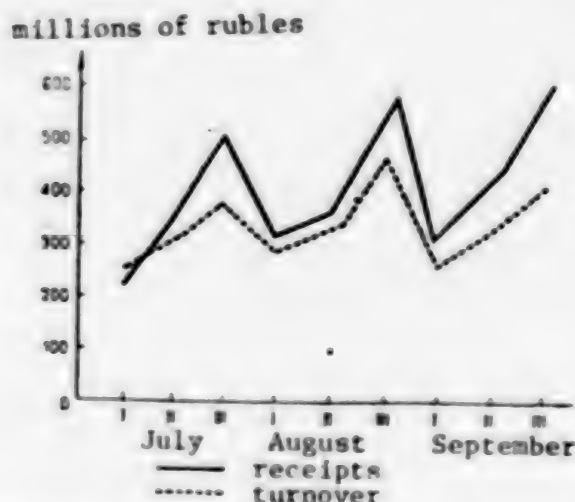
To heighten industry's responsibility for the observance of contractual discipline, trade enterprises and organizations must be more vigorous in the exaction of fines as one method of influencing the quality of contract execution.

The results of the sample study of self-service stores and the intraorganizational network of industrial ministries showed that large stores (in contrast to wholesale bases) were most likely to impose penalties for quality violations (around 80 percent of the fines collected). At the same time, under the conditions of considerable fluctuations in shipments, the fines collected from suppliers for late deliveries amounted to only 1 percent of the total sum, although delivery schedules are violated quite frequently.

It is not only the monthly regularity of shipments that is disrupted, but also regularity within the month, measured in 10-day periods. Most of the deliveries to the retail network are made during the last third of the month. Deliveries throughout the nation during the first third of the month are 30 percent below the average 10-day figure, and in clothing stores they are even 42 percent below this level. Shipments during the last third of the month, on the other hand, are 40 percent above the average, and in clothing stores they are more than 1.5 times as high as the average.

The significant fluctuations in deliveries to the retail trade network lower the quality of customer service and result in considerable material losses. The irregularity of shipments increases stocks at the end of the month, creates additional difficulties in commodity acceptance and storage procedures and disrupts the regularity of commodity turnover plan fulfillment.

The size of 10-day shipments has a considerable effect on commodity turnover patterns. The regularity of sales was 65 percent dependent on this factor in clothing stores, 58 percent in housewares stores and 52 percent in fabric stores. The peak periods of 10-day variations in commodity turnover and shipments coincide (see diagram).



Ten-day Variations in Receipts and Sales of Commodities in Retail Network of USSR State Trade

Fluctuations in commodity turnover are not as great, however, as variations in shipments, and this is a result of the accumulation of stocks to compensate for irregular deliveries. Calculations showed that the augmentation of these guaranteed stocks was particularly characteristic of large retail trade enterprises, especially department stores. Here, despite frequent violations of delivery schedules ($C_r =$ around 70 percent), the regularity of commodity turnover was fairly high--up to 87 percent.

The stability of commodity turnover could be maintained with much smaller stocks if the regularity of deliveries could be reliably guaranteed. The nonobservance of production schedules, which has a maximum effect on the regularity of deliveries, leads to irregularities in commodity sales. Trade has to compensate for these shortcomings by accumulating large stocks, and this increases overhead costs and lowers profit levels. Therefore, the price for production irregularity is paid exclusively by trade.

In our opinion, the next stage in the improvement of customer service quality, in addition to the coordination of schedules, will consist in increasing the output of goods ready for use. This means that sorting, finishing, wrapping and assembling procedures must be organized in such a way as to make shopping as convenient as possible for the population. This will heighten the efficiency of the sales process and reduce overhead costs.

In spite of the increased output of goods prepackaged at industrial enterprises, this is still an urgent problem under the present conditions of the growing popularity of self-service stores. The results of the study indicated that the proportion accounted for by industrially prepackaged goods is still inadequate, and even in

self-service stores the union averages are too low--for example, 39 percent for sugar, 37 percent for flour, groats and beans and 48 percent for pasta.

The developmental level of industrial prepackaging is lower than the union average in Siberia and the Far East. For example, the self-service grocery stores here receive 7 percent less prepackaged sugar, 11 percent less flour, 13 percent less groats and beans, 30 percent less pasta, and so forth.

The insufficient output of industrially prepackaged goods and the increased use of progressive forms of trade call for more prepackaging directly in the sphere of circulation. Although this function is supposed to be performed exclusively by industrial enterprises in the future, trade still has to organize the packaging of most commodities at retail and wholesale enterprises. The present objective is the concentration of prepackaging operations at wholesale bases and special shops, where the conversion of the industrial assortment into a commercial assortment costs much less than in the retail network.

Nevertheless, wholesale enterprises are not participating enough in the prepackaging of groceries. The results of the study of self-service stores indicated that most of this work is performed by retail enterprises: For example, they package up to 70 percent of the sugar, 85 percent of the flour and 73 percent of the groats and beans.

Even less prepackaged goods (for example, only half the quantity of granulated foods) are shipped out from wholesale bases in eastern regions. This has a negative effect on labor productivity in stores using progressive sales methods.

Increased participation by industry in the prepackaging of products and an increased output of goods prepackaged in the wholesale network will not only help in improving the quality of customer service but will also reduce total overhead costs.

Therefore, the observance of all delivery schedules and the sale of carefully prepared commodities will have a perceptible social impact and a real economic impact. This impact could be much greater if the efforts of production and wholesale and retail trade were to be united.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

ECONOMIC, SOCIAL ADVANTAGES OF CENTRALIZED PREPACKAGING

Moscow SOVETSKAYA TORGOVLYA in Russian No 7, Jul 81 pp 36-39

[Article by M. Bakanov, doctor of economic sciences and head of the School of Economic Analysis of the Correspondence Institute of Soviet Trade, and L. Dvoryantseva, junior researcher at the school (Moscow-Chelyabinsk): "The Economic and Social Impact of Packaging"]

[Text] The Basic Guidelines for the Economic and Social Development of the USSR During 1981-1985 and During the Period Up to 1990 envisage "a rise in the level of trade services for the population and the maximum development of progressive forms of trade. The improvement of commodity sales with the use of the self-service method, the placement of orders in places of employment and residence and mail-order trade. The delivery of more goods to the trade network in packaged form."

The delivery of more packaged goods will depend primarily on the work of the food industry. The basic guidelines clearly state that the food industry must increase its output of packaged goods and make more extensive use of new types of packaging materials that will keep food fresh longer and reduce losses.

Of course, much will also depend on trade, on its skillful organization and on the efficient completion of production processes within the sphere of commercial circulation.

The sphere of circulation, the size of expenditures in this sphere and the amount of time spent in this sphere by commodities are having an increasing effect on the regularity, balance, speed and impact of social production. In the next 5 years trade personnel will have to carry out crucial assignments to achieve excellent results and a savings in social labor by means of the efficient use of material, labor and financial resources, the choice of the most effective ways of moving goods and the improvement of planning and management on all levels.

The grocery trade, which accounts for most of the commodity turnover in the nation, holds a special place in the general process of commercial circulation. One objective in the grocery trade is the move to trade exclusively in packaged goods. In recent years more and more operations connected with the continuation and completion of production processes in the circulation sphere have gradually been transferred to industry. The further division of labor between production and trade will play a tremendous role in heightening the efficiency of social production. Estimates indicate that the performance of production-related operations in

the trade network requires much more labor than their performance in industry. The resolution of this problem will help in improving customer service, heighten labor productivity in the trade network, reduce material and labor expenditures and radically change the organization of labor in retail trade. The transfer of packaging functions to the sphere of physical production will allow trade personnel to pay special attention to service standards.

Self-service obviously occupies a prominent place among progressive methods of trade. Special surveys have indicated that the amount of time required for shopping is considerably reduced in self-service stores selling goods that have been prepared for sale in advance. But the speed with which self-service develops and its impact on the grocery trade will depend on the volume and variety of packaged goods.

The development of packaging is therefore of social, as well as economic, significance. This will reduce shopping time, reduce expenditures of packaging materials, improve product quality and reduce product losses.

The trade network is one of the chief consumers of labor resources. This branch of the national economy employs 9.4 million people, or 9 percent of all workers and employees employed in the national economy. An increased output of goods packaged in industry will reduce the amount of time required for weighing, packaging and issuing goods; the labor of trade personnel will be much more productive. This will also reduce losses of goods during storage and shipping and will make it easier to meet sanitary requirements.

The savings in public labor in the trade network as a result of an increased output of packaged groceries can be judged from the following figures. Time and motion studies conducted by researchers from the All-Union Scientific Research Institute of Computer Systems indicated that sales of packaged meat in the retail trade network instead of unpackaged meat saved 10,000 man-days per 10,000 tons of meat, and that corresponding savings for other products were 20,000 man-days for butter, 24,000 for sour cream, 19,000 for vegetable shortening, 4,000 for flour, 9,000 for groats and 12,000 for pasta. An increase of only 1 percent in deliveries of packaged goods will save the national economy more than 39,000 man-days in labor expenditures.

Besides this, the advanced packaging of goods in small packages requires only about half as much packaging material than the sale of unpackaged goods in retail enterprises. For example, it takes around 15 kilograms of wax paper and butcher paper to wrap 1 ton of butter in industry, but it takes twice as much in the store. The sale of wrapped and packaged goods could save more than 7 million rubles a year just on wrapping paper.

It is also significant that losses due to evaporation and other natural causes are not written off on packaged goods, and the increased sale of packaged goods would therefore reduce expenditures in this area as well.

As yet, however, the output of industrially packaged goods is far below the norm. This problem is far from solved. Packaged goods account for only around 29 percent of the total volume sent to the trade network (excluding vegetables, fruit and potatoes), including only 10.8 percent of the sugar, 20 percent of the meat, 11 percent of the butter, 20 percent of the confections, 14.6 percent of the flour

and 6.3 percent of the groats.¹ Many industrial enterprises do not produce the necessary quantities of packaged goods. For example, USSR Ministry of Meat and Dairy Industry enterprises packaged only 16 percent of the poultry they produce, 3.6 percent of the sausage and 46 percent of the sour cream. Enterprises of the Ministry of the Fish Industry deliver only 23.3 percent of their fish and fish products and 9.4 percent of their pickled herring in packaged form. Even according to estimates for 1983, only 24 percent of all fish will be packaged, 50.4 percent of the confections and 40 percent of the crackers.² In some republics the proportion accounted for by packaged goods will be much lower than the union average. In the Kazakh SSR, for example, only 5.3 percent of the pasta, 1.5 percent of the granulated sugar, 0.8 percent of the groats and 13 percent of the flour will be prepackaged.³

However, grocery sales volumes increase each year, and this is illustrated by the figures for various commodity groups in Table 1.

Table 1

Growth of Sales
(In Percentage of 1970)

<u>Commodities</u>	<u>1975</u>	<u>1979</u>	<u>1985</u> (Estimated)
Granulated sugar	112.4	115.2	151.7
Butter	122.2	141.3	163.0
Vegetable shortening	116.8	128.3	158.6
Confectionery goods	117.4	135.1	141.6

Under these conditions, the cost of packaging groceries in various branches and links acquires even greater national economic significance.

According to our calculations, the centralized prepackaging of goods costs much less than the packaging of groceries at retail trade enterprises (Table 2).

Table 2

Packaging Cost per Ton of Some Groceries in Trade and Industry
(In Rubles)

<u>Commodities</u>	<u>Industry</u>	<u>Wholesale Trade</u>	<u>Packing Shop</u>	<u>Self-Service Store</u>
Groats	16	--	49	69
Granulated sugar	20	19	33	63
Cottage cheese	42	--	--	49
Flour	18	--	41	58
Butter	51	32	--	75

Table 3

Economic Savings Derived from Packaging of Goods in Industry,
Wholesale Trade and Special Shops of Grocery Trade Organizations
Instead of in Stores
(Estimated Figures for 1985)

<u>Savings Categories</u>	<u>Granulated Sugar</u>	<u>Butter</u>	<u>Confections</u>
I. Total sales volume of packaged goods, thousands of rubles	8,996	1,339	3,524
Classified according to packaging location:			
Industry	4,498	670	3,524
Wholesale trade	2,249	669	--
Packing shops	2,249	--	--
II. Difference, in rubles and kopecks, between cost of packaging 1 ton of goods in stores and overhead packaging costs:			
In industry	+43-88	+24-11	+50-37
In wholesale trade	+44-86	+42-44	--
In special packaging shops	+30-70	--	-7-97
III. Economic savings derived from relieving stores of packaging duties, millions of rubles	367.3	44.6	177.5

This is why the transfer of packaging processes to industry and, in the case of some goods, to wholesale trade will produce a sizable economic savings. For example, if 50 percent of all goods are prepackaged in industry and the remaining 50 percent are prepackaged in the wholesale trade network (in refrigeration facilities, wholesale bases and distribution warehouses) or in special shops of trade organizations and administrations, and stores are completely relieved of wrapping functions, the annual savings will amount to several billion rubles. This is illustrated by the figures for several commodity groups in Table 3.

As we can see from Table 3, the estimated savings for just three types of commodities will amount to almost 590 million rubles a year.

Trade must not only move goods from the production sphere to their place of consumption quickly and as inexpensively as possible, but it must also elevate service standards and save the amount of time spent by customers on the acquisition of goods--that is, they must reduce consumer expenditures. Work time, K. Marx wrote, is the creative substance of wealth, but free time is wealth.⁴

One of the principal ways of saving the customer's time consists in the sale of prepackaged goods. The results of a study conducted in Chelyabinsk stores testify that it takes much longer to sell unpackaged goods than prepackaged ones (it takes 3.5 times as long to sell unpackaged cheese, 4 times as long for confections, almost 6 times as long for butter, and so forth). From this we can conclude that trade in prepackaged goods could save millions of hours of free time. Calculations

for 1985 show that the sale of packaged goods, in just the commodity groups listed in Table 4, will save customers more than 86 million hours. If the calculations are extended to all groceries, the savings would be many times greater.

The reduction of consumer expenditures is now measured only in natural indicators (man-hours and man-days). If we calculate the average "cost" of work time and recalculate our figures on this basis, we could derive the savings in consumer expenditures in monetary terms.

The need to prepare goods for sale in industry is also attested to by foreign experience. In the developed capitalist countries (the United States, England, the FRG and France), most goods are completely ready to sell when they reach the stores. The packaging of groceries has been efficiently organized at industrial enterprises in many European socialist countries. For example, up to 80 percent of the goods received by stores in Czechoslovakia, Romania and Yugoslavia are packaged and wrapped in factories. Only insignificant quantities are packaged in the trade network. In the GDR 90 percent of all goods are packaged at industrial enterprises before they reach the trade network. Industry agrees with trade on the list of goods to be packaged on the basis of demand.

There are many objective reasons why we still have not organized the prepackaging of goods, not only at industrial enterprises producing consumer commodities, but even in the trade network. Let us examine at least one of these. The raw materials of the grocery trade and, consequently, branches of the food industry are scattered throughout the nation, and many items are produced far away from the locations of their consumption. Therefore, the national economy has to spend a great deal on their shipment and storage. It is for this reason that it is more expedient to ship some food products over long distances in unpackaged form, because the shipment of packages would lead to the inefficient use of transport vehicles and increase the need for packing materials. As a result, transport costs could absorb all or almost all of the savings derived from industrial prepackaging.

In our opinion, most goods should be prepackaged in the food industry, where this could be done with the aid of highly productive equipment. In cities receiving much of their commodity turnover from other cities, the prepackaging of goods should be centralized in special shops at wholesale bases, refrigeration facilities and trade administrations.

Centralized packaging in the shops of trade organizations and administrations has several indisputable advantages over packaging in stores. The operational volume of these shops would be sufficient for the installation of highly productive equipment and the establishment of conditions that would be equal or similar to prepackaging conditions in the food industry; the division of labor among packers performing various operations would become possible, labor output standards could be instituted and labor resources would be used more efficiently. Besides this, prepackaging would require less workers, their labor would be more productive, work area would be used more efficiently, packaging materials would be conserved and product losses would be reduced. The centralized delivery of goods to the retail network could be organized. This would result in more regular shipments and standardized commodity stocks in stores.

Table 4

Estimated Social Impact of Sales of Some Packaged Goods in 1985

<u>Types of Social Impact</u>	<u>Granulated Sugar</u>	<u>Butter</u>	<u>Confections</u>
Sales of goods to population in packaged form in 1985, thousands of tons	8,996	1,339	3,524
Number of packages issued, millions*	8,996	1,339	3,524
Difference between amounts of time spent issuing packaged and unpackaged goods, in seconds	-26-72	-22-09	-11-82
Time saved, in millions of hours	-66.5	-8.2	-11.6

* Each package issued is considered to be equivalent to 1 kilogram.

The expediency of the centralized prepackaging of goods has been corroborated by the work experience of many packaging shops. In Klaypeda, for example, centralized prepackaging reduced the number of persons employed at retail enterprises by almost 300, and this produced a savings of more than 300,000 rubles a year just in wages. The labor of packers is much more productive. Whereas a worker in a store previously packed 12 tons of goods a month, the worker in the prepackaging shop packs 48 tons, or 4 times as much.

As a result of the organization of prepackaging shops in the Kazakh SSR, the number of packers employed at enterprises of the republic Ministry of Trade has decreased by 150. The organization of four shops in Poltavskaya Oblast to prepackage goods for 200 stores in Poltava and Kremenchug quadrupled the productivity of the packers' labor and freed 35 people.

Some experience in this area has also been accumulated in Chelyabinskaya Oblast where local trade organizations had ten prepackaging shops by the beginning of 1980. Besides this, shops have been opened in the Korkinskiy and Kopeyskiy workers supply sections of the Chelyabinskugol' Combine and at the republic wholesale trade base. The prepackaging shop of the Kopeyskiy workers supply section, which opened in 1970, has now moved to a detached building with an area of 1,000 square meters, located on the grounds of the distribution base. In 1979 the shop packed 2,966 tons of groceries and confections. The prepackaging volume is almost 7 times as great as it was in 1970, and the number of packers in the workers supply section's stores has decreased by 18. The total savings in just wages exceeded 13,000 rubles a year. Similar examples could be cited for many other cities.

The development of the industrial prepackaging of groceries has been inhibited by a number of factors. In the first place, sectorial plans for the food industry did not stipulate the output of prepackaged goods in the past. It was only in 1979 that USSR Gosplan began to include this indicator in the national economic plan.⁵ There is no question that this will definitely stimulate the correction of the present situation.

In the second place, industry had no economic incentive to produce prepackaged goods. On the contrary, it incurred sizable losses from this. It is always less profitable to produce prepackaged goods than unpackaged ones, and it is quite often unprofitable. As an example, we could cite some data on the profitability of producing packaged and unpackaged goods at the Chelyabinsk Dairy Combine, Meat Combine and enterprises of the baked goods production administration (in a percentage relationship to production costs):

	<u>Prepackaged</u>	<u>Unpackaged</u>
Top-quality cottage cheese, 9 percent milkfat	0.02	2.21
First-quality cottage cheese, 9 percent milkfat	9.50	10.14
First-grade beef	0.09	8.10
Second-grade beef	-7.90	8.80
Top-quality wheat flour	-4.80	4.60
Top-quality oatmeal	10.40	19.00

It is understandable that the profitability levels of sales of prepackaged and unpackaged products should be equivalent. This is why we must give industry an economic incentive to increase the output of prepackaged goods. For this purpose, we must differentiate trade discounts according to this characteristic as well.

Since 1979 surcharges have been added to the price of some prepackaged goods. These are supposed to be paid by retail trade enterprises. This only applies, however, to groats, flour, butter, lard and cottage cheese. We feel that it should apply to all groceries.

The economic validity of these surcharges is extremely important. Our experimental calculations showed that they are not sufficiently valid. Industry receives too much for butter and clarified butter (60 rubles per ton) and too little for cottage cheese (20 rubles per ton). The surcharges for milk and groats also require adjustment. Surcharges for poured prepackaged goods (flour, groats and granulated sugar) should also be differentiated according to package weights (0.5, 1, 2 and 3 kilograms).

I would like to say a few words about the organization of citywide prepackaging shops in the trade network. They should be strictly self-funded. Therefore, the necessary extra payments for prepackaged goods should be instituted here as well to ensure the profitable operation of these shops.

If stores are relieved of routine grocery packaging functions, this will reduce overall expenditures of live and embodied labor, reduce customers shopping time and, consequently, produce a significant economic and social impact.

FOOTNOTES

1. V. P. Shimanskiy and Ya. L. Orlov, "Torgovlya i blago naroda" [Trade and Public Well-Being], Moscow, Politizdat, 1980, p 188.
2. "Information Review of the Central Scientific Research Institute of the Economics and Organization of Trade of the USSR Ministry of Trade," No 3, Moscow, 1979, pp 29, 30, 31.

3. SOVETSKAYA TORGOVLYA, 1980, No 6, p 31.
4. K. Marx and F. Engels, "Works," 2d Ed, Vol 26, Pt III, p 265.
5. PLANOVOYE KHOZYAYSTVO, 1980, No 10, p 127.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

CRITICISMS OF TRADE PRACTICES ANSWERED

Moscow ZHURNALIST in Russian No 6, Jun 81 pp 17-19

[Valentin Bergeyev's interview with USSR Deputy Minister of Trade Suren Sarukhanov: "What the Purchaser Expects"]

[Text] [Question] You have evidently noticed, Suren Yefremovich, that in the last two-three years the press and the radio and television broadcasts have been, more than before, carrying critical comments directed at trade and its workers. Many complaints regarding trade are contained in the mail to the editors. Analysis of the critical letters in the press indicates that there has been a change in the "qualitative make-up" of the deficiencies so to speak. Where previously the errors criticized were those in the organization of trade--priorities, unsanitary conditions in the stores, and all kinds of omissions in the educational work with the sales personnel, now the criticisms uttered are more serious--the lack of various goods which have been hidden away and sold "from under the counter" in collusion with speculators. The conclusion can be drawn from this that public opinion respecting the work of trade has become somewhat more severe and sharper in evaluating the adverse facts. The reasons for this are apparently complex and rather varied. Would you want to look into this...?

[Answer] I cannot agree with your conclusions and I cannot say how we are disturbed by the increased intensity and severity of the criticism leveled at trade and its workers. I therefore am quite willing to accept the suggestion that I look into the situation which has developed.

I think that the increase in the number of and the change in emphasis of the published critical comments on trade, as in a mirror, reflect a simple and obvious truth--the population demand for many products is at present not being satisfied. And this is happening despite an absolute increase in the production of most products. Also, there has evolved a real discrepancy between the increased monetary income of the population and the quality of the goods offered it. At the same time, we have observed another discrepancy--between the requirements and taste of the purchaser and the assortment of the products produced.

This situation is engendering a fully justified surge of dissatisfaction on the part of the trade people: after all, the customer knows and sees only the sales person and director of the store and addresses his lawful claims only to them. We can understand the customer's point of view. As the accepted saying goes, he is always right. We can also understand the position of the journalist who stands behind the

customer. But the journalist, it seems to me, must not stagnate in the trade hall, outraged and indignant at the lack of some product or other. There are many arguments in favor of his severe criticism of the store manager whom he considers sluggish. He can do far more if he tries to get to the core of the shortage problems.

[Question] In discussing the matter in this way aren't we journalists leading away from the subject in general? Aren't we turning from the theme of trade in goods to production of goods?

[Answer] Yes, we are leading away and turning--although not at this time and I think this will help in study of precisely this trade theme. So, the main reason for the shortage of many products, which by nature should not be in short supply at all, is the serious lag in the production of them. And the workers of trade see this lag clearly: our requisitions for a number of articles of those which are in daily demand were only 60-80 percent satisfied in the last five-year plan and the requisitions for some popular goods even less than this. I might add that even goods for which the requisitions were accepted in full by industry have sometimes not been made. Here is an example. In one year alone--1980--the enterprises of the Ministry of Light Industry USSR underdelivered to trade cloth, garments and shoes amounting to 700 million rubles. Or another example. We are all familiar with the difficulties connected with cotton fabrics. Despite an increased demand for them, the increase in production of them was only 7.8 percent in the Ninth Five-Year Plan and even less in the 10th--6.5 percent. In the last five years the volume of production was planned for 42.4 billion running meters but the yearly plans called for amounts 1.2 billion running meters less than this. This much was underdelivered as against the yearly plans in fabrics for bed linens, shorts, children's clothing, shirts, ready-to-wear clothing, and robes!

Are the workers of trade to blame for this? Perhaps, to some degree. What is needed from them is competent preparation of the requisition and persistence. The requisitions have been prepared and submitted and there has been commendable persistence. But nothing helped much.

[Question] Consequently, isn't trade to blame though? Did some of its workers err in the requisitions and thus cause a disruption in supply through their carelessness?

[Answer] Not at all. There were and are errors and miscalculations and the stupid bunglers are alive. But yet this does not define the reasons for the current difficulties in supplying the population with some essential goods. The reasons, I repeat, lie in the shortages, in the complete lack or insufficient quantity.

[Question] But it is doubtful that the dissatisfaction of the customer is always due only to the inadequacy of the goods coming to the trade outlets. An important consideration is still the attitude of the workers toward the shortage.

[Answer] Yes, the deficit, unfortunately, gives rise to some unpleasant consequences. It creates conditions conducive to speculation, "thievery," favoritism and all kinds of violations of the rules of trade. Some of the unstable trade workers, taking advantage of the shortage of various goods, abuse their official position and at times aggravate the existing difficulties in supply by hiding goods which are in short supply. However, even the wildest imagination would find it hard

to accept the idea that this concealment was alone capable of creating an artificial shortage when there is an unmistakeable abundance of the goods. They only hide what is already in short supply because of the small volumes of production.

When evaluating such situations in the press, it seems to me of no small importance to maintain one's balance, so to speak, rendering each his due and not forgetting each time to stress the main reason for the shortage of goods. Then the power of public opinion will be directed to the struggle to increase production, that is to eliminate the primary reasons for the shortages. But quite often this balance is violated--by distorting the role of the trade workers. I will cite one of the items published in the newspaper DNEPROVSKAYA PRAVDA. The article was signed by an authoritative comrade, a member of the oblast coordination commission for checking the work of the trade and public dining enterprises. The author writes, in particular:

"Artificially creating a shortage, they (the store managers and the sales personnel) make themselves a spurious authority among those for whom the goods were intended."

[Question] Well, is it true that this is all based on the fact of an artificially created shortage?

[Answer] It is true, I agree. But to the readers of the newspaper it is not without interest to know how things stand with the commodity resources and what the oblast administration of trade is doing (or not doing) to eliminate the shortage. What potentialities does the oblast have for this purpose? Are not the oblast light, food and local industry responsible for the emergence of this shortage? I realize that it is difficult to prepare this kind of material but it would seem that the benefit derived from publishing it would be far greater, it would be constructive and effective, and it could be continued.

I would like to dwell on one article in this newspaper. In an article on the results of a check on the store branches one is struck by a discrepancy: where it describes what measures were taken in the stores and where, it sets forth all the details with obvious relish, and at the end the article makes this indifferent observation: "Concrete measures have been planned to tighten the control and eliminate the deficiencies noted." And not a word about punishment for the workers to blame for the violations and about what changes are now being made in the work of the stores. On the one hand, they incited the reader against the store and created the impression of mass abuses and on the other hand, they left doubt that the situation is being changed.

I venture to say that in our opinion, the spot-check articles, which report the facts of the violations without an analysis of the causes, without generalizations, and without suggestions on how to overcome occurrences, arouse in the reader--and consequently in the purchaser--a hostile feeling toward the workers of the mass trade occupations and they create for this reader an incorrect picture of trade and even some pessimism concerning its future development. In addition, the readers, after learning from the newspapers exactly which goods are being put aside, rush to buy as much as possible of these goods--after all, they are in short supply! The result is a disruption of the stability of the market for goods and the newspaper--an ironic development--unwittingly helps to aggravate the shortage and to increase the deficit which it was trying to combat.

[Question] You have noticed some interesting--albeit for some journalists disappointing--aspects of the articles on trade. I would like to ask you to expand on the subject and to approach the shortage from the standpoint of the interrelationships between trade and industry. The trade organizations sometimes develop rather complex relations with the producers of food and industrial products. These relations are often unknown to the public and the general reader and as a result there is this growing dissatisfaction with trade. How, in your opinion, could the press help the trade workers in these matters?

[Answer] Actually, our long-standing dispute with industry is still most often outside the field of vision of the customer. And evidently wrongly so because ultimately it is the customer himself who suffers in this matter. It would obviously be correct to more often bring to the pages of the press and the television screens the unresolved problems of the relations between trade and production and not only in the form of regular assurances from both sides that everything will soon be squared away. This will help to make production strictly dependent on trade and the consumer, the necessity for which was discussed by L. I. Brezhnev at the October (1980) CPSU Central Committee plenum.

Take a problem like the assortment of goods. Among the food products there are many such items the demand for which could be satisfied considerably more fully.

Thus, in the matter of fruit and vegetable canned goods, the 1981 requisition of the Ministry of Trade USSR was accepted for fulfillment only to an extent of 80 percent. The requirement for stewed fruit, for example will (as against the plan) be only 55 percent satisfied, for preserves 38 percent, and for jams 60 percent. At the same time, even with the availability of raw materials, the industrial enterprises are not producing the assortment needed for the market. The trade outlets are constantly asking for more production of applejams in small containers. But industry, ignoring the nature of the demand, is overproducing apples primarily for juice and is still delivering it in three-liter glass jars. The same situation is true of fish. Despite repeated suggestions from the Ministry of Trade USSR to increase production of fish, not in frozen state, for which there is little demand, but in smoked, cured, dried and culinary form--despite these suggestions, the Minrybkhov [Ministry of Fish Economy] is increasing production of these products at a very slow pace. We could cite many other examples.

[Question] Listening to you, Suren Yefremovich, I unfortunately think that the trade workers rarely address the editors with problems of this nature and are reluctant to go to the press for help. After all, the interest in eliminating the deficiencies should be mutual. The benefit from intervention by the press is obvious.

[Answer] Of course! The press gives trade literally incalculable help in regulating the relations with the industry which produces consumer goods. We exploit the potentialities of the press, radio and television in two ways. First, the articles in the press pertaining to production of consumer goods help to orient industry correctly, to more closely coordinate production and population demand, and to more successfully resolve the problems of production of goods in increased demand. Second, the effective criticisms often help in overcoming the departmental barriers in resolving specific problems.

[Question] What you are now talking about is already being done by the press of the work sectors. There probably are problems where the help of the journalists is less marked or altogether imperceptible.

[Answer] Yes, there are problems of this nature. But in order for us to familiarize ourselves with them we have to leave the trading hall of the store for a time, postpone the trade organizations' correspondence with the industrial enterprises, and address ourselves to the technology of movement of goods. The 10th Five-Year Plan established the principle of introducing into trade the modern industrial technology of moving and selling goods. This technology produces a great national economic effect by saving on expenditures for shipment and packing and by cutting down manual labor.

The total saving from across-the-board use of packing--equipment for the entire technological chain--from factory to trade organization amounts to 88 rubles per container a year. With full technological use even of the 350,000 units of packing equipment on hand in the inventory at the present time, we can obtain an effect amounting to 30 million rubles.

However, serious problems are arising in the matter of providing containers: shortage of packing equipment, unreadiness of the transport, and failure of the enterprises and stores to adapt to the new technology. Some supplier enterprises simply do not want to burden themselves with the troubles of introducing new container equipment in their organizations. They can't manage it without the help of the press. Nor can they manage without this help in resolving the problem of supplying trade with food products delivered in small factory packing and wrapping. Industry is satisfying only 55-60 percent of the requisition for delivery of packaged food products. In retail sales the proportion of food products in industrial packing does not exceed 37 percent.

[Question] I would like to switch from the technological and organizational problems to the human problems, to the selection and training of the personnel. The deficiencies in the work of trade, the press criticism of these deficiencies, the rather frequent reports of wrongdoings and punishments of the workers of trade--how does all this affect the recruitment of personnel by your sector? Today the adults often discourage the young people who want to go into trade. "Why do you want this? Look where you will be put." But the young people go there in spite of this. At least two questions come to mind here: what started such widespread warnings and why have the young people not reacted to them?

[Answer] A lot of what the press is saying about undesirable occurrences in trade, it may be, is also true. But the trouble is how it is being said and what is being said. Especially important is how. Legitimate criticism of the deficiencies is well received by the trade workers, including the young people. Such criticism does not simply castigate; it helps to eliminate the deficiencies and it educates.

But, unfortunately, there is another kind of criticism, which by summarizing all the negative factors which still exist in trade, develops the opinion that trade is a secondary and unpopular vocation and portrays the whole industry in a distorted light. Some workers of the press, literature and art portray the workers of trade as inferior and shortsighted persons and truly compulsive swindlers. The undeserved

denigration of the vocation and the improper generalizations scare away the young people and create difficulties in recruiting personnel for the enterprises.

Take page 16 of LITERATURNAYA GAZETA, peruse any issue of KROKODIL, get acquainted with the humorous and satirical selections in the oblast newspapers--the target of the wicked and sometimes very witty jibes are always the sales people, the store manager, the storekeeper and the merchandise specialist. All the human sins--from vanity to thievery--are dependent on them in their full "assortment." If some of the satirical thrusts were directed at the bureaucrats, the sloppy workers, those who disrupt deliveries, and the careless executives who create the shortage and the developments which accompany it--what benefit would accrue to trade and the consumers!

But coming back to your question, I want to say that the young people nevertheless quite willingly go into trade and overcome the psychological barriers erected by the satirists. This is especially true in Moldavia, some oblasts of the Ukraine, and Lithuania, that is primarily those areas which have a favorable manpower balance and trade occupies a rather good level. These areas have a sufficient number of trade schools which meet today's requirements, the educational work is well supplied with young people, and the prestige of the occupation of trade is high. The Vinnitskiy Department Store--an order-decorated trade enterprise--finds it necessary to engage in competitions like the most prestigious institute.

Unfortunately, many cities, particularly Moscow, Leningrad, and some large industrial centers and oblasts of RSFSR, experience a constant shortage of workers in trade. And the trouble is not just the unfavorable manpower balance but chiefly the low esteem in which the trade vocation is held.

[Question] The readers of our journal, it seems to me, receive with interest and understanding the thoughts you express on the subject of the "psychological barrier" erected by the satirists. But how do you rate the role of such harsh materials as the court rulings on the crimes committed by the workers of trade?

[Answer] The court ruling or any other harsh critical material on specific perpetrators of evil, which material reveals characteristic errors and deficiencies in the organization of trade and in the economical expenditure of material assets and which serves to bring some criminals to justice--such materials are of undoubted value. These published articles are examined in detail by the boards of the republic ministries and discussed in the collectives. Many materials of this kind provide an impetus for the adoption of preventive measures. The response to the sharp criticisms which have appeared in the pages of PRAVDA, SOVETSKAYA ROSSIYA and other newspapers, for example, has been an order from the Ministry of Trade USSR to call strictly to account through disciplinary measures the enterprise managers who are not fulfilling their obligations to eliminate and prevent occurrences of violations of the trade regulations, and who are guilty of charging inflated prices in selling goods which are in full supply, and which cause a disruption in the sale of goods of which there is an adequate assortment. Also, in the case of gross violations, dismissing the guilty people from the jobs they hold. It is forbidden to transfer them to supervising work in other trade enterprises and organizations. By another order the ministry has forbidden the practice of including young people in brigades with responsibility for physical assets in the first year after their graduation from the educational institutions.

As you see, we have a businesslike attitude toward the operational matters. But how can we respond to an anonymous satirical drawing, to humorous articles about the cheating sales person? But I am now beginning to repeat myself.

[Question] I have profited from this and I would like to ask you to name some of the sector's most important problems relating to the preparation of a food program. What role is assigned to trade in this extremely important endeavor, what problems would you like to call to the attention of the press, and what help do you need from it?

[Answer] The Ministry of Trade USSR has prepared and sent to Gosplan USSR and all the food sector ministries of industry suggestions for the compilation of a food program for the 1981-1985 period and the period up to 1990. These suggestions are based on the principal task: to improve the food supply for the population by increasing the consumption of the most valuable products.

It is important to operate in a way that will induce the consumer to purchase food products which have retained all their valuable qualities.

We expect the press to examine in detail the problems of the industry's fulfillment of the assignments for the production of the food products needed for the market and the problems of interrelationships between the production of food products and transport, storage, processing, and sale of them. Particularly important has been the help given by the press in the search for ways to reduce losses of food raw materials. Unfortunately, there are still many managers who ignore the need for crop rotation--and it is in these places that the losses of agricultural output are particularly large. We would like to get support and help from the press in resolving such problems as the construction of industrial refrigeration plants, warehouse facilities, specialized transport, and modern trade equipment--everything that will enable us to keep, deliver and quickly sell the various products. These problems, in my opinion, rarely receive the attention of the journalists.

[Question] With respect to trade in industrial goods, what prospects have been opened up as a result of the increase of production of light industry output in the 11th Five-Year Plan?

[Answer] The basic directions of the economic and social development of the USSR in the 1981-1985 period and in the period up to 1990 call for increasing the volume of production of light industry output by 18-20 percent and production of cultural, personal and household goods not less than 1.4-fold. Also stipulated is a considerable enhancement of the quality of these products, constant renewal of the assortment of them, and increased attention to expansion of the production and improvement of the quality of products for children. The plan also calls for increasing the production of first-priority marketable stocks of goods and cultural, personal and household goods, particularly cotton cloth and the articles made from it (bedding articles, shorts, shirts, dresses, etc.), knit underwear, hosiery, thread and rubber footwear.

We are now completing the preparation of a five-year plan for the production of first-priority and mass-demand goods and specialists from the Ministry of Trade USSR are taking an active part in the development of this plan.

The requirements of consumer goods for the 1981-1985 period and the period up to 1990 were submitted in a comprehensive assortment to Gosplan USSR and are currently in the process of being reviewed.

It should be said that the fact that the population will be provided with all the necessary goods is guaranteed by the constant attention devoted to trade by the party Central Committee and the Soviet government. The decree of the CPSU Central Committee and the USSR Council of Ministers concerning improvement of the work of the trade enterprises and the discussion of the urgent problems of the industry in the meeting of the Presidium of the Supreme Soviet USSR--all this gives us grounds to hope that the counters of the stores will be considerably richer in the new five-year plan.

[Question] And a final question: What kinds of contacts between the journalists and the supervisory workers of trade do you consider most useful?

[Answer] Trade itself will often find "bridges" to effective cooperation with the press. In the Ukraine, for example, the republic ministry of trade has for two years now had a press center functioning in it.

Since May of last year there has been in operation in the Ministry of Trade USSR a public advisory organ--the soviet for the press. Participating in the meetings of this soviet are journalists from the central newspapers and periodicals, radio, and Central Television, who discuss trade subjects. They are invited to the meetings of the ministry board and they are equipped with full information about the processes which play a part in trade.

The soviet, of course, is still only exploring productive paths for cooperation between trade and the press. But even now it can safely be said that the direct contacts between the managers and the journalists who write on trade subjects are extremely useful. These contacts draw the attention of the press to the most important problems of the industry and at the same time enable us to approach these problems in a capable fashion.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

VEGETABLE SHORTAGES IN KAZAKHSTAN CAUSE CONCERN

Alma Ata KAZAKHSTANSKAYA PRAVDA in Russian 27 Aug 81 p 2

[Article by V. Stupak: "Wellfounded Concern"]

[Text] It is difficult to find another area of Northern Kazakhstan which is as favorable for raising vegetables as Priirtysh'ye of Pavlodar. This is promoted by an abundance of sunshine, sandy soil which grows warm rapidly and a well developed irrigation network.

However, our production of vegetables is not good. The average level of vegetable consumption per person in the nation is 95 kilograms while for the Pavlodar residents it is only 58 kilograms. This means that more meat and fat, bread and groats are used, but at the same time the organism does not have an adequate amount of cellular tissue and vitamins.

As though to justify the situation, they say here: "Our vegetable season is too short." It is true that the period of time which one can find some green vegetables on the store counters is a maximum of 3 months. The period which is relatively plentiful and allows the consumer to choose three or four types of vegetables hardly exceeds 1 month. At the same time our northern neighbors, in Omsk and Novosibirsk, where the summer is even shorter, have more vegetables and fruits. It appears that nature cannot be blamed.

They could say that in Pavlodar, Ekibastuz and Yermak the hothouse industry is thus far poorly developed compared with the old industrial centers of Kazakhstan. This is actually so. But the chief problem lies not in the hothouses. On the store counters in winter one will not find much of what any master of the house keeps in his basement until the new season. Thus, last winter the carrots and sugar beets disappeared from the counters in October, and cabbage could be found only with difficulty by the beginning of December. But more often than not it was spoiled. Potatoes, which one would assume do not require special storage, were flabby, black and often rotten when purchased. "Will this happen again?" ask the city residents as the time for procurement arrives.

"This is a well-based concern," says chief of the recently established oblast agro-industrial association Aleksandr Maskimovith Darmodekhin. "We have discovered a sad fact: apparently this city with a population of 300,000 persons has practically no fruit and vegetable facility. Of course, there are primitive basements

and four warehouses which can hold about 6,000 tons of potatoes and 1,200 tons of fresh cabbage. Storing these products in them, let alone fruits, is very hard. In these storehouses there is no forced ventilation and no machines for stacking and processing potatoes. There is also no refrigeration. Therefore when a vegetable harvest is ripe, we are very concerned about how it should be removed and stored during the winter.

"The party and soviet organizations of Pavlodar are now occupied with this problem," said A. N. Dzhazin, chairman of the city executive committee. "Until now we have been trying to get a storage facility from the republic's Ministry of Trade to which the Oblast Fruit and Vegetable Trade is subordinate--years lost in vain. Nor has the new Ministry of Fruit and Vegetable Farming arranged a workable plan as yet. Therefore, with the help of the city's industrial enterprises, it has been resolved to fundamentally reconstruct a fruit and vegetable facility based on the practical experience of the city Kurgan, which Pavlodar residents recently visited. They have planned to build a grain collection station and install ventilating systems this season through the efforts of industrial enterprises.

Less than a month remains before the products must be stored. Director of the Fruit and Vegetable Storage K. Altybasarov showed us the storage compartments which have been swept, disinfected and whitewashed. He was happy as he demonstrated the capacious air ducts laid along the floor of the storage building.

"The Industrial Hygiene Construction Administration finally assumed assembly of the ventilating systems. But we must really hurry in order to put them in all four compartments. Will we do it in time?" worried the director.

The situation is complicated.

"It would seem there is no need to become alarmed and hurry the chiefs, who are working conscientiously. But every day and every hour counts!"

Potato storage buildings need more than just a collection station. Carriers and TZK-30 transport vehicles are needed to collect the potatoes quickly with as little damage as possible and to sort and process the potatoes. There are five transport vehicles at the storage facility but not a single carrier. Two thousand meters of cable are required.

The establishment of Agricultural Fruit and Vegetable Associations forced us to look at the material resources of this branch. Seeing its true condition, party and soviet organizations of the oblast were forced to begin work quickly. I don't remember ever seeing a city headquarters at a vegetable storage facility, but one operates here under the Chairman of the City Executive Committee A. Dzhasin. This gives hope that the pickling and salting station which has been under construction by the Pavlodarpromstroy Trust for 7 years will finally be completed.

Not all is well with the quality of vegetables and potatoes. Chief oblast inspector for procuring agricultural products K. Zhumabekov says that vegetables and potatoes begin to spoil in the field. For example, potatoes must be put into

storage when they are dry and clean with no skin damage. In order for this to be the case, potatoes must be sorted on the field, and when necessary, this should be repeated when they are placed into storage. Here they load everything one after the other--large and small, healthy and diseased. Recently a vehicle came from Prigorodnyy which brought 800 kilograms of earth along with the potatoes. In order to establish a barrier to the influx of spoiled potatoes, our inspectors frequently reject the incoming vegetables in large batches and demand that they be sorted. But this evokes a loud protest from the director of the sovkhos. They make out as though we are holding back delivery.

The result of such practices is disturbing. Last winter according to the inspection data, 27 percent of the potatoes were lost.

Of course, there are difficulties on the specialized farms also.

Director of the Chernoyarskiy Agricultural Association V. M. Simonov said, "I went everywhere for help to get iron, concrete and asphalt for building sorting stations for potatoes to no avail. Such projects are also incomplete on the Prigorodnyy and imeni Gagarin sovhozes.

The question cannot help but arise: Do they really want to store sorted potatoes? Do the Pavlodar residents consider these worries too burdensome?

Let us take the tiresome story about cabbage. As we know, it is easily transported and stored. Drive the heads, store them in piles--it doesn't matter to them. But according to the requirements of the trade authorities, the top leaves are removed; only the exposed heads, thus prone to spoilage, are put in storage for the winter. Why the natural packing is removed is unknown.

Now, it is true, as one firm does the raising and selling, it probably will not take the cabbage head apart too early, but will save it in its natural packaging and will sell it to the city consumer as a tight and fresh head as they have learned to do in other cities.

There is another link whose contribution to the spoilage of vegetables is significant. It is the store. The majority of the vegetable stores today in Pavlodar are glass pavilions. In the summer the sun bakes them and in the winter furnaces work to heat it. Usually, the ventilating system isn't working. They bring fresh potatoes, carrots or radishes here and in the morning they are limp.

Deputy chief of the Oblast Agroindustrial Association V. Musin said, "This is the common work of the Kazsevsel'proyekt Institute, the capital construction board of the city executive committee and trade leaders of the oblast. Designers, who do not get deeply involved in the affairs of vegetable trade, did not stipulate compartments, machines, and adequate essential ventilation, not to speak of basic mechanization and facilities for washing and packing vegetables."

We have piles of potatoes. The seller is equipped with a shovel and fills consumers' net bags and works mostly manually. The auxiliary areas are filthy and the air is stifling. Here boxes and barrels rattle around also.

It is probably not enough to combine the vegetables and trade workers into a single organization. Fundamental changes are needed, affecting the entire system of production, procurement, sales and storage of vegetables and potatoes. It is essential that the entire fruit and vegetable production be placed on an industrial basis. It is also essential that the relationships of those combined under the new ministry be worked out.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

FOOD PROBLEM IN KIRGHIZIYA REVIEWED BY CC AGRICULTURE DEPARTMENT OFFICIAL

Frunze SEL'SKOYE KHOZYAYSTVO KIRGIZII in Russian No 7, Jul 81 pp 4-6

[Article by K. Yun, deputy head of the department of agriculture of the Central Committee of the Communist Party of Kirghiziya: "The Republic's Food Complex, Implement the Decisions of the 26th CPSU Congress"]

[Text] Continuing systematic implementation of its economic strategy, the ultimate objective of which is to achieve steady improvement in the material and cultural standards of living of the Soviet people and create the best conditions possible for all-round individual development, the CPSU outlined at its 26th Congress a wideranging program for the coming decade directed toward improvement of the material well-being of the people. The most important component of this program is its provisions concerning food and creation of conditions for fuller satisfaction of the entire population's requirements for a variety of high-quality food.

Speaking at anniversary celebrations in Georgia, Comrade L. I. Brezhnev, general secretary of the CPSU Central Committee, once again emphasized: "To provide the people with reliable supplies of food and agricultural raw products within a short period of time--that is the task the party has now set forth on a nationwide scale."

Why is the party raising the question of food supplies with such urgency at this particular time?

The food problem in itself is one of the most critical problems mankind has ever faced. Even today, according to figures from the FAO, the UN Food and Agriculture Committee, 60 per cent of the world's population suffers from systematic malnutrition. More than 10,000 people die of hunger each day.

The main reason things have come to such a pass is that the rates of growth of the world's population have continuously and substantially outstripped the rates of food production.

The situation is different in our country, where the growth of food supplies continuously exceeds population growth. All the urgency of the food program set forth by the CPSU comes in consequence, first of all, of the need to accelerate improvement of the quality and substantially to increase the proportion in the food ration of the best-quality products, above all of meat, milk, eggs, vegetables, fruit etc. Soviet man's table is experiencing substantial shortages of precisely these products. In 1979, for example, Kirghiziya's requirement for these products was met to the following extent: meat by 60 per cent, milk by 73, eggs 86, vegetables and cucurbits 56 and fruits and berries by 73 per cent. Bread has been the food primarily used to compensate for these shortages.

With a rational bread-consumption norm of 110 kg per person per year, this figure is in fact running as high as 140 for the country as a whole.

The main task to be accomplished in implementation of the food program is to provide a wide assortment of breads with nutrient contents varied for each age group in the population and to substitute meat, milk and other high-quality products for part of them.

This task is considerably more urgent in Kirghiziya because per capita bread consumption in the republic is somewhat higher than the national average. This situation has arisen primarily because of the fact that Kirghiziya is in a region in which the population is growing more rapidly--at a rate almost twice as high as the national average. Republic food consumption will increase by another 20 per cent by the end of the current five-year-plan period as a result of population growth alone. This factor naturally complicates the task of successful implementation of the food program within the republic.

The acuteness of the problem is connected with and follows from not only the urgent necessity of substituting other products for part of the bread in the food ration. As sociological studies have shown, with improvement in material standards of living and increases in purchasing power the demand for food products substantially exceeds that for all other products (clothing, footwear, furniture etc.). But as is known, Soviet real income is continuously increasing faster than food production. Calculated in per capita terms, it rose 17 per cent over the course of the Tenth Five-Year Plan; it will grow by another 16-18 per cent during the current five-year-plan period. Successful resolution of the food problem is therefore today without question one of the party's central, top-priority tasks.

In what basic directions is the republic's food complex to be developed?

Although the food program has not yet been fully elaborated, the basic directions of its implementation are already known. Of primary importance is a further strengthening of the material-technical base of our agriculture, which supplies most of the foodstuffs and raw materials for industry.

Since the March (1965) plenum of the CPSU Central Committee, which established the bases of the party's current agricultural policy, the capital-to-labor ratio in agriculture has risen more than 3-fold. Capital investment in agriculture continues its rapid growth. The Tenth Five-Year Plan period saw it rise 16 per cent over the republic as a whole as compared with the Ninth Five-Year Plan. This rapid rate of growth of our material-technical base today makes possible the development of an agriculture to no small degree still dependent upon the whims of nature, but one which is stable and dynamic and suffering no appreciable declines even in extremely unfavorable years. The status of meat production may serve as an example. Average annual meat production during the Tenth Five-Year Plan was 53 per cent higher, procurements almost double those for the Seventh Five-Year Plan, which was characterized by more favorable weather conditions. But even this kind of growth is still highly unsatisfactory. Continuous and unflagging attention will therefore be devoted to further strengthening of the material-technical base of our agriculture.

In linking the question of capital investment with implementation of the food program, Comrade L. I. Brezhnev stressed at the October (1980) CPSU Central Committee plenum: "...it will continue to be important to allocate material resources and large sums for

capital investment in agriculture. At the same time, however, we must much more rigorously insure that our kolkhozes and sovkhoses use the resources, mineral fertilizers and equipment allocated them intelligently and efficiently so as to obtain the maximum return."

To the end of achieving these objectives, the current five-year plan provides for 17 per cent more capital investment in republic agricultural development than did the previous plan. This is an enormous sum--2 billion rubles. In which directions will they be primarily channeled so as to obtain the maximum return on these investments? As Comrade T. U. Usubaliyev, first secretary of the Central Committee, emphasized in the accountability report to the 17th Congress of the Kirghiz CP, more than a fourth of these funds will be allocated for development of the main sector of the republic's agriculture--sheep raising. It is anticipated that this will provide a basis for increasing mutton production 80 per cent over the next 10 years.

Accomplishment of this task will require that attention be focused primarily upon the problem of substantially strengthening the feed base. To achieve these objectives, plans call for more than 200,000 hectares of new irrigated land to be brought into use over the course of the next two five-year plans. These increases will be used primarily for production of food and feed crops. The greatest increase in sown area will go to corn, soybeans, perennial grasses and vegetables. The next 10 years will also see a fundamental improvement of natural forage lands with the introduction of grazing and haying on 250,000 more hectares. Operations to improve the condition of pasture surfaces have also to be accomplished over large areas, operations such as the application fertilizers, clearing weeds and poisonous plants, removing stones, fencing, sowing grasses etc.

These important measures to strengthen the feed base will make possible substantial increases in animal feed rations: a 1.2-1.3-fold increase per sheep, 1.3-1.5-fold per head of cattle.

Creation of a strong feed base and further improvement of the material-technical base of our sheep-raising industry will permit completion of the changeover of the entire population to pasture-stabling and pasture-semistabling maintenance systems with an increase in the proportion of ewes in the flock from 46 to 55-60 per cent and make possible the provision of all ewes and young sheep with heated pens, winter and early spring lambing and the turnover of young sheep to meat combines after intensive pasturing and fattening during the same year they are born.

Plans also call for more increases in the cattle population, for bringing its proportion of the herd to 41 per cent, and for achieving substantial improvement with respect to both breed and class. This will make it possible for kolkhozes and sovkhoses to raise milk yields per foraged cow to 3000 kg and more.

Another most important measure designed to contribute to successful implementation of the food program is the creation and development of a unified agroindustrial complex. For the first time in five-year-plan history a plan calls for unified planning and balanced and proportional development of all branches of the agro-industrial complex which are now involved in producing, transporting, storing, processing and delivering agricultural products to consumers.

This step, which requires no additional capital investment, constitutes one of the primary tasks ahead of us and as implemented will be one of the most effective. For

the fact is that agriculture is only a component of a more complex system in the elaborate process of satisfying the current requirements of the population. Agriculture by itself will never be able to provide the required yields if its operations are not coordinated in detail with the other industries connected with it--construction, transport, trade and the processing and other enterprises and departments. There are frequently actual cases in which 1000 t of tomatoes will be grown in a field on some kolkhoz, of which transport workers will take only 700 to stores and processing enterprises, but then only 500 t will actually turn up on workers' tables. Because of the unsatisfactory operation of our transport system, a lack of refrigeration and storage facilities and inadequate processing-enterprise capacities, enormous amounts of fruits and vegetables rot and are lost in the field, in stores and on the platforms of our canneries. Only the creation of a unified agro-industrial complex and removal of bureaucratic barriers will make it possible immediately to spot and eliminate the weak links in our entire food chain--from the field to the worker's table. It will be toward solution of precisely this kind of problem that will be directed the efforts of the union-republic ministry of fruit and vegetable production, which has now been created in all republics as well as at union level, and which has concentrated within itself the functions of administering the production, procurement, storage, processing and delivery of fruit and vegetables to consumers.

For this agro-industry complex to function normally and to the greatest advantage it is important today as never before to insure optimum allocation of national income among all branches of the national economy, above all to the benefit of those playing a decisive role in achieving the required rates of agricultural growth. For intensification of this branch at rates necessary to solve the food problem requires above all a great many and different kinds of machines and pieces of equipment, much fertilizer, a good irrigation system, reclaimed land and a strong construction industry.

Therefore, to achieve balanced development of the republic's entire food complex as a whole over the course of the Eleventh and Twelfth Five-Year Plans, plans call for the allocation of enormous sums--some 4 billion rubles of state and kolkhoz capital investments, more than one-sixth of which is to go for the development of branches of the national economy allied with agriculture in providing us with our supply of food. These funds will be used substantially to increase capacities for the production of canned fruits and vegetables, macaroni and confectioneries, meat processing and the production of whole-milk products and to build many modern warehouses and other storage facilities for potatoes, vegetables and fruits with controllable temperature and humidity, refrigerators and elevators. Agricultural products will be extensively shipped in containers.

Among the many other measures which will have to be taken to intensify our agriculture and improve food supplies to the population a special place should be allotted to the development and implementation of effective measures to improve our economic administration, master modern methods of management and labor organization and upon this basis to summon forth the broad creative activity of the masses. "Our economy must be economical!"--this pithy expression should be the key point and convey the scope of our economic activity. It is therefore important to educate and criticize those who continue their production without considering the expenditures for it and who attempt to get results regardless of cost. An average of more than 30 million rubles a year was added to the cost of republic agricultural products during the Tenth Five-Year Plan through the fault of precisely this kind of manager. As a result, many farms do not now dispose of sufficient internal resources to expand production.

This negative phenomenon can be dealt with only by fundamental improvement of planning, further democratization of management, vigorous introduction of cost-accounting methods and broad-ranging efforts to summon forth the creative initiative of our agricultural workers. More rapid mastery of economic and sociopsychological management methods and universal introduction of the contract (brigade, link) method of labor organization, in all areas of production--these are today among the most important tasks facing each manager and each specialist.

Success in implementation of the food program will also be determined by participation on the part of the entire population in the effort to achieve additional increases in agricultural production on private plots. The decree adopted at the beginning of the year by the CPSU Central Committee and the USSR Council of Ministers, "More Measures to Increase Agricultural Production on Private Plots," creates favorable conditions for this. As this document points out, it is important everywhere to create a social climate in which collective farmers, workers, employees and other citizens will feel that by raising livestock and poultry on their private plots and by cultivating gardens and orchards they are performing a useful public duty.

In a word, improvement of the supply of food to our people is the task of all the people. The party's food program--these are the plans of the people and for the people.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

ELEVATION OF PUBLIC SERVICE STANDARDS ORDERED

Moscow SOVETSKAYA TORGOVLYA in Russian No 7, Jul 81 pp 34-35

[Article by Ye. Chizhevskaya, candidate of economic sciences (Kiev): "What Is Holding Up the Development of Trade Services?"]

[Text] The Basic Guidelines for the Economic and Social Development of the USSR During 1981-1985 and During the Period Up to 1990 direct attention to the need for higher public service standards, which will depend largely on the level of the services rendered. Definite advances are being made in the development of services: New types of services are being added to the list, the group of service enterprises is constantly growing, and the number of persons wishing to make use of these services is rising.

In recent years the public demand for trade services has risen. This has been due, on the one hand, to the rise in the working public's standard of living and the growth of consumer goods production and, on the other, to the development of the material and technical base of trade, the enlargement of trade enterprises and the introduction of progressive sales methods.

Now it would be difficult to imagine a trade enterprise without a broad range of services and guaranteed conveniences for the consumer. Making it easier for the consumer to choose a commodity, demonstrating products in action, delivering purchases to the home and installing technically complex commodities in the home--all of these are part of high trade service standards.

A study conducted by the Kiev Trade and Economic Institute showed that the minimum number of services offered in large department stores in the Ukrainian SSR ranges from 30 to 35, and the maximum number can reach 50. In a number of central republic department stores in such cities as Kiev, Donetsk, Voroshilovgrad and others, the number of services exceeds 55.

Some stores in the republic, however, strive to increase the number of services in the formal sense and often list sales operations with only an indirect relationship to services. Some services are broken up into elements. For example, the home delivery of goods, the installation of technically complex items in the customer's home, customer advice and other similar services are repeated for several types of commodities. As a result, the number of services is artificially increased. There are frequent cases in which store services only appear on the list (the provision of customers with hand-carts to carry heavy goods, cloakrooms and lockers for personal items, etc.).

There are also shortcomings in the quality of services. In particular, not all department stores wrap goods, they do not always perform minor clothing alterations and adjustments for customers, engraving booths are not always open during business hours, customers are not informed immediately about the arrival of the goods they have ordered, and there is a lack of information about services. This is why it seems that the stores should organize precisely the services that would guarantee high service standards. The quality of service stems from all of its positive features, such as their timely performance and convenience.

The enhancement of the quality of trade services is a difficult task and its accomplishment will depend on improvements in many areas, including economic, social, organizational, etc.

The economic factor of service quality consists of a wide variety of services and a large service volume--that is, volume in the sense of the total public services performed or the total number of customers making use of services. In this connection, when the level of trade services is being assessed, it would be expedient to consider the volume of services offered to customers in addition to the number of services.

By their nature, social and organizational factors reflect the quality of services more fully. They include:

A high standard of service (the aesthetic design of service areas, courtesy, qualified advice, quick performance, etc.);

The reduction of the time spent by the customer and the offer of additional conveniences;

The determination of the best business hours for trade enterprises offering services, etc.

The qualifications and professional skills of the workers performing the services play an important role in the development of services and the enhancement of their quality. But several services require more special training than skilled labor from trade workers. This is why we feel that the combination of professions should be practiced more widely. For example, such services as credit sales, home deliveries and the attachment of watches to bracelets can be performed by sales clerks. The training course for sales clerks should include training in service techniques and efficiency.

The provision of moral incentives to service personnel is an important way of developing trade services. In our opinion, titles could be awarded for high-quality service--for example, "master of the highest category" and "worker of exemplary quality"--and certificates of merit and ceremonial gifts could be awarded.

Considering the urgent need for the development and improvement of services, more attention should be given to the organization of advertising and information about services. After all, information and advertising are often the only way of letting the public know that certain services are being offered. Services should be advertised inside and outside the store.

The establishment of information and inquiry centers is of exceptional significance in the advertising of services. These centers can give the public information about goods being offered for sale, the location of stores and the public transportation lines serving them, the business hours of trade enterprises and the types of services they offer.

It would be virtually impossible to determine all of the factors affecting the development of services through estimates or experimentation. The method of expert appraisal can be used in these cases.

The processing and analysis of the results of an expert poll of the directors of 61 stores in Kiev, who were asked to arrange several factors in order of their importance, showed that the development of services is being held up primarily by the shortage of space for the performance of services, insufficient information about the existence of services, the lack of economic incentives for trade enterprises to perform services for other enterprises (consumer, transport and communications) in trade, insufficient experience in the performance of services, the low wages of service personnel and the absence of highly skilled personnel.

The timely determination of the factors inhibiting the development of services and their elimination will promote a further rise in the standards of trade services for the population.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

COLLECTIVE GARDEN PLOTS IN GDR

Moscow KHOZYAYSTVO I PRAVO in Russian No 5, May 81 pp 58-60

[Article by G. Maksakova, AUCCTU instructor: "Collective Garden Plots in the GDR"]

[Text] In recent years several enforceable enactments have been passed in the GDR that regulate questions of amateur gardening, in particular the organization of collective garden plots within the framework of the Union of Horticulturalists, Olericulturalists and Livestock Raisers [UHOLR]--a collective form of activity by citizens to grow fruit and vegetables and raise livestock, similar to collective horticulture by the workers and employees in our country.

There are now about one million citizens in the GDR who enthusiastically work and rest on the garden plots.

Here, land use in horticulture is effected in such a way that land use both directly for growing vegetables and fruit and for the organization of leisure is directly combined. In both cases, the main requirement is the rational use of land, that is, solicitious care and increasing its fertility.

The use of land within the UHOLR framework is contractual.

Land is made available on the basis of a direct contract for the temporary use of garden plots concluded between the horticulturalist and the union. Membership in the union is the basis for concluding the contract.

The horticulturalist is obligated, along with other legal statutes, to observe unconditionally the decisions of higher organs of the union and the rules for internal routines.

The contractual form of land use within the UHOLR framework conditions the specific nature of the way in which questions touching upon family law are resolved. In the event that only one of the spouses is a member of the union and has a contract with it for land use, the other spouse, not being a member of the UHOLR, does not have the right to use the garden plot and there is no automatic right for transfer of property on a given plot or the crops growing on it.

It should be remembered that the UHOLR--a mass democratic organization--operates in close contact with the state organs, industrial enterprises and agriculture, and the commissions of the National Front.

The union is structured on the territorial principle and is subdivided into regional and area [rayonnye, okruzhnyye] organizations and sections which carry out their activities under the leadership of management boards elected by them. The boards are elected at meetings of the members of the section and at regional and area conferences of the union members. The UHOLR congress elects the central board.

In order to strengthen their political-ideological, spiritual-cultural, organizational and special activity, the leading organs of the board at all levels set up permanent or temporary committees and working groups.

The union members produce a considerable amount of agricultural produce including fruit, vegetables, honey and so forth that are used both for their own consumption and for sale of the surplus.

The regional and area organizations set for the collectives of the horticultural and olericultural groups tasks, such as to grow a minimum of 100 kilograms of fruit and vegetables per 100 square meters.

The sale of surplus produce is strictly regulated. Thus, a collective of horticulturalists is appointed as the seller of the produce grown. The internal routine for the garden makes it mandatory for surpluses to be sold to the trade organizations.

Socialist trade in the GDR has an extensive network of buying points. Sometimes they are organized right there at the garden plot areas. The question is put thus: there should be a buying point in each horticultural collective so that all fruit and vegetables not used for private needs are passed on to consumers. The same stand is taken with the raising of small livestock with respect to meat, pelts and so forth.

In accordance with existing statutes, at the buying points the quality of and prices for produce are determined, and there are individual buying points for the different qualities of produce.

The basic principle in the internal life of the collective of horticulturalists united in each section of the union is that anything that infringes upon the public interest is impermissible. Proceeding from this premise, rules have been drawn up for internal routine which are mandatory upon both the members of the union and their relatives and guests visiting the garden plots.

The internal routine of the horticultural collective has been confirmed by the UHOLR Central Council presidium. It regulates various questions in the life and behavior of the garden plot collective. Thus, for example, it indicates the system for the operation of loudspeakers, the times and locations of children's games and so forth.

The following basic rules have been established for the raising of livestock on the plots: the raising of livestock should in no way interfere with neighboring plots and should not be the cause of damage on neighboring plots.

Any violation of the internal routine entails liability as determined in accordance with the UHOLR charter by the board of the section or regional or area organization.

There is a multitude of public installations within the UHOLR collective. They include play areas for children and public footpaths for public use; there are also hand tools and inventories of tools that the union members use jointly. This all represents some value and is the property of the UHOLR.

Mutual aid plays an important part in the life of the UHOLR collective of member horticulturalists. It teaches collectivism and enhances the responsibility of each person for the common cause.

Mutual aid is effected in strict accordance with the public interest. For example, if necessary, a horticulturalist can make application to the collective for an essential tool or a specific type of seed. In receiving aid from the collective, the horticulturalist is himself obliged to make what contribution he can to the common cause. Violation of this rule can lead to the liquidation of relations of mutual aid.

Construction occupies a significant place in the economic activity of the UHOLR members. The existing statutes on procedures for construction, maintenance and reconstruction on the garden plots stem from the GDR Civil Code, and also from the instructions on the state construction inspection service and the responsibility of village, city and regional councils with respect to the construction and reconstruction of civic installations, and so forth.

The unified procedure for construction in the horticultural collective affects each horticulturalist and must be observed without fail. Any kind of construction, reconstruction or maintenance of structures on the garden plot can be done only with the permission in each individual case of the regional council, the city executive committee or the regional council executive committee.

Summer houses and business buildings are constructed in strict accordance with confirmed plans. Changes to the plans also require the permission of higher organs. There are special requirements for buildings on open land adjoining roads, plot areas and so forth.

Permission is also necessary to build fences or raze buildings occupying an area of more than 25 square meters or more than three meters.

When permission is given, the local organs determine the site for the building, and the construction possibilities, proceeding from the supply of materials and labor force available, and at the same time they assume an obligation to carry out state inspections during the course of construction.

Permission for construction, maintenance or reconstruction is given only when the appropriate prerequisites have been fulfilled. These include the plan for the construction, taking into account material and technical means, the written extract from the land registry files showing a right to use a particular plot, the confirmed construction plan, and a description of construction measures indicating the time periods for the start and completion of construction, including all structures, such as water supply, electric power supply, channels and so forth making up the cost of the building.

When a building is constructed at a distance of less than three meters from the border of a plot it is necessary to obtain written agreement for this from the neighbor involved.

In exceptional cases the state organs can give permission for construction at a distance of less than three meters from a plot border without the agreement of the neighbor involved. This is done on an individual basis, taking the circumstances into account.

All statutes in force pertaining to the construction or reconstruction of buildings in garden plot areas also apply to the dismantling of buildings.

In order to obtain permission for construction or reconstruction it is also necessary to present a certificate indicating the name and address of the builder and certifying that the necessary measures for technical safety are available and that steps have been taken to provide the construction materials.

In addition, for new construction of summer houses a letter must also be supplied from the trade union organ at the place where the builder works, proving that he does not already own a leisure house.

At the end of the period of use established by the contract the garden plots are returned to the section to which the union member belongs. A state commission assesses the value of buildings and crops, and the section does its reckoning with the new and the old user on this basis.

Turnover and profit made from the use of a garden plot held in accordance with a contract with UHOLR, and also profit from raising cattle or poultry on such a plot, are not subject to turnover tax or personal income tax. There are exceptions in individual cases connected with livestock raising. Thus, for example, when goats and milking sheep are bought and sold the seller pays the UHOLR an impost for the development of livestock raising equal to five percent of the selling price.

There are special requirements in connection with livestock raising conducted by the horticulturalists. This applies primarily to the safety of the surroundings.

The law insists upon close contacts with the regional veterinarian. The obligations of the livestock raiser also extend to persons who tend animals on a temporary basis at the request of a neighbor or comrade.

The number of animals permitted to be raised by a UHOLR member on a garden plot is determined at a general meeting of the members of the union section.

Failure to meet obligations in the matter of keeping animals or damage done to neighbors or to animals they are rearing, or damage to the surroundings, can entail a ban on the person guilty of the violation of the rules on engaging in livestock raising.

Fire safety rules occupy a special place in the life of the horticultural collective.

All buildings on a plot that have an electric power supply should be constructed only in accordance with confirmed plans that insure fire safety, and they should always be maintained in the proper condition.

The amateur horticulturalists must undeviatingly observe fire safety procedures when working with chemical plant protection agents or dealing with insects, and when working to rear plants and animals.

In order to prevent harm to the surroundings, namely the dumping of oil and lubricant materials in the soil and exhaust gases and noise in the air, private vehicles are forbidden on the garden plots. Private vehicles can be kept only in special equipped collective areas on the collective garden plot.

All horticultural collectives have now decided to expand opportunities for interesting leisure for the workers: they have decided to sell 155,000 to 160,000 tons of surplus fruit and 100,000 to 110,000 tons of surplus vegetables during 1981; to provide an additional 23,000 new garden plots, with preference being given to workers and families with many children; and everywhere to strive to achieve good results in rearing and raising small animals.

The prerequisites for implementing the pledges outlined do exist. In 1979 the UHOLR members sold to trade 40 percent of the total volume of fruit that was sold through the state trade, and 10.8 percent of all vegetables.

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HOUSING AND PERSONAL SERVICES

PAVLODAR CHAIRMAN COMPLAINS MINISTRIES SHORTCHANGE INFRASTRUCTURE

Moscow PRAVDA in Russian 6 Jul 81 p 3

[Article by Ye. Azarov, chairman, ispolkom of the Pavlodar city soviet of people's deputies: "With Cap in Hand?, Dependable Services for the People"]

[Text] Our Pavlodar is growing at a strikingly rapid rate. It was only recently that we saw the first tractor roll off the assembly line of the new plant, and now tractors bearing the PTZ [Pavlodar Tractor Plant] emblem have become known far beyond the borders of the republic. The aluminum plant has become one of the largest within the branch; enterprises of the energy and other branches of industry have made their appearance and an oil refinery linked by pipeline with the oil fields of Tyumen' has now come on line.

Formation of the Pavlodar-Ekibastuz territorial production complex has given considerable impetus to the accelerated growth of the city. We have built more than 70 industrial enterprises and large shops within the past five years alone. The city's industrial potential has grown 1.6-fold during this period of time.

Pavlodar itself has grown rapidly. Twenty years ago it was a city of primarily one-story wood or adobe houses without a water or sewage system. Today it is an attractive, multistoried city with a population approaching 300,000.

The Tenth Five-Year Plan saw the city make a great stride forward. It put up some 18,000 apartments, a Pioneer center, a domestic services center, hospitals, schools and a tractor workers' cultural center and invested some 25 million rubles in public services and improvements. The smooth progress in housing construction is also a source of satisfaction. As much as 45 per cent of planned housing is now under construction within the first half year. Helping to make this possible was the changeover in 1974 to an extended, two-year planning system and flowline housing construction methods. Year-end surges of shock work have been virtually eliminated and uncompleted or flawed work sharply reduced.

Having concentrated resources allocated by enterprises and organizations for the construction of public domestic service and cultural facilities in the hands of a single purchaser, the gorispolkom's UKS [capital construction administration], it has become possible for us to integrate efforts associated with the construction of new developments, the building of new stores and preschools and then immediate installation of communication systems. And the problem with high-rise housing? Each department formerly tried to put up only "five-levels"--and those more simply and quickly. The result was that locations assigned for the construction of nine- and 12-story structure remained empty for years.

Readers should not get the impression that all problems with housing and cultural-domestic service construction in Pavlodar have been solved. When we pose the question in the terms justifiably employed by PRAVDA readers, dependable services for the people, we then see much remaining to be done to create good living conditions for our people, the maximum of conveniences and good-quality service.

It is enough to be on hand when local citizens are relieved by the gorispolkom or in some large enterprise to see immediately that most problems are related in one way or another with housing. Recent years have seen the wait for housing, at the Pavlodar Tractor Plant" production association for example, not grow shorter, but longer.

The situation in connection with cultural and social-service facilities is an even more difficult one. The availability of hospitals, polyclinics, schools and kindergartens in the city varies between 50 and 70 per cent of that required by the norms. The Pavlodar oil refinery has no hospital, preventive-care center or cultural center at all and only two kindergartens.

Part of the blame for this disproportion, of course, lies with the gorispolkom and its capital construction administration. But without the necessary resources we are in no position to implement plans which have been outlined. It is precisely here that we are most frequently forced to assume the role of suppliants. The story of the Pavlodar Tractor Plant hospital complex comes to mind in this connection. It was decided 12 years ago to build a 1000-bed hospital and a polyclinic for its workers. The need for them has become great--some winter days find many dozens of tractor workers not reporting for work because of illness. But for all these years the Ministry of Tractor and Agricultural Machine Building has been finding one pretext or another for not allocating the funds for construction of this complex.

This same ministry, just like Mintsvetmet [Ministry of Nonferrous Metallurgy] and Minneftekhimprom [Ministry of the Petroleum Refining and Petrochemical Industry], has been cutting back on housing construction from one year to the next. Things have reached the point where the ultra-modern foundry built at the tractor plant during the past five-year plan stood idle for several months after it had been brought on line because for lack of housing it could not contract for workers. But despite our repeated appeals, the ministry in this instance refused to allocate additional funds for housing.

Could it be that we are asking agencies for something above and beyond that specified by plan and permitted by law? Not at all. The construction of this very same tractor plant saw an overrun of the estimates for building the production facility. But at the same time only 78 per cent of the resources allocated by the plan were expended for the construction of apartments. The people of Pavlodar have thus been shortchanged 114,000 square meters of housing space. Of the five schools provided for in the estimates, only two have been built.

Suffering most of all from this short-sighted, narrow-minded department approach to the solution of these problems of social policy are the ministries themselves and their enterprises. Having given up hope of obtaining housing, good-quality medical care and being able to place their children in a kindergarten, many workers and specialists are now leaving the tractor plant, for example. And where are they going? For the most part to the aluminum plant, where, what with all the difficulties with housing, there is demonstrated a real concern for working conditions, rest and recreation and the living conditions of the workers.

An especially unhealthy departmental approach is to be found reflected in the solution of key problems associated with the development of municipal services. They still build housing for "their own." But enterprise managers do not want to allocate funds for roads, street car lines or sewage systems at all. It therefore becomes necessary to go almost "cap in hand" to collect money for municipal facilities.

A comprehensive transportation program was approved for Pavlodar in 1975 providing for the construction of roads and by-passes and the development of rational public transportation routes. It outlined the roles to be played by ministries and departments having enterprises within the city. Five years have now passed without one iota of progress having been made. At the beginning of the current five-year plan we once again reminded these ministries of their roles in the solution of this important problem. Minnefteprom [Ministry of the Petroleum Industry] and Minenergo [Ministry of Power and Electrification] have promised to "discuss the matter." The others, including, it would seem, the union-republic ministries with the greatest interest, those of tractor and agricultural machine building and ferrous metallurgy, have not responded at all.

It was with enthusiastic approval that we greeted the decree of CPSU Central Committee, the Presidium of the USSR Supreme Soviet and of the USSR Council of Ministers increasing the soviets' role in economic development. We have been particularly encouraged by Comrade L. I. Brezhnev's words to the effect that the soviets and their executive committees should in all matter play roles not of suppliants, but rather of strict and demanding masters.

As have many other industrial centers, Pavlodar has taken the first step: it has concentrated the resources for construction of housing and cultural and social-service facilities in a single set of hands. But it is the utilities that bring these structures to life. Their installation, however, is frequently a most disjointed affair. Minenergo organizations, for example, are responsible for the main heating-system lines, the builders for those inside apartments. And then the customer, that is, our capital-construction administration, is responsible for connecting them. But it has neither the personnel nor the equipment for this. The same is true of the water and sewage systems. This means that it is now time to take the next step--to broaden the sphere of responsibility of our single purchaser and turn over to gorispolkoms the enterprise resources allocated to them for construction of roads, heating systems and municipal facilities.

And then there is another matter. Less than half the well-planned, quality housing in Pavlodar is now maintained by the city housing administration. The rest are the responsibility of industrial enterprises. But not having the necessary equipment and people for this, they maintain their housing poorly. We could take their housing onto our balance. But only if it is in good condition and provided with repair facilities. Because of their own bureaucratic interests, however, enterprises do not want to meet legitimate local soviet requirements.

...We have to take guests of the city out to the thirty-third development. Stores, domestic-service enterprises, schools and kindergartens have been put up here right along with the housing. Attempts were even made to have the landscaping and services completed before people began to move in. Plans call for construction of other new developments taking a similar approach. Living together here will be tractor-plant workers, metallurgists, physicians, teachers and construction personnel.

As work on the new development has demonstrated, bureaucratic barriers should not be thrown up in matters involving the development of the city as a whole. It too, after all, is a big house we all share. It should be bright, attractive and convenient. And neither money nor effort should be spared to make it that way.

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